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# Television as an advertising medium

Washington

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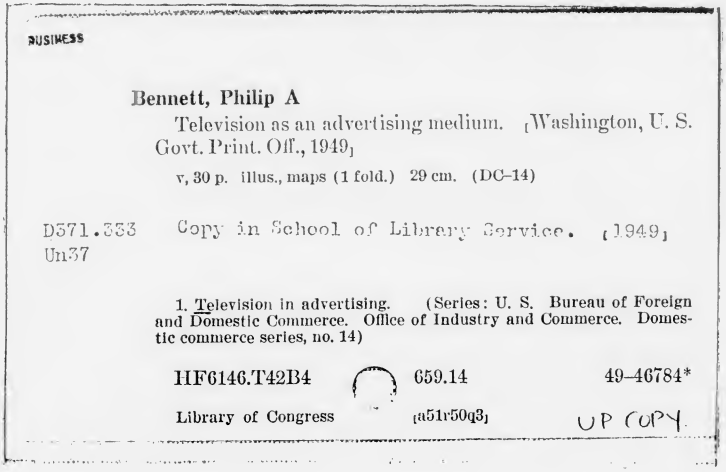

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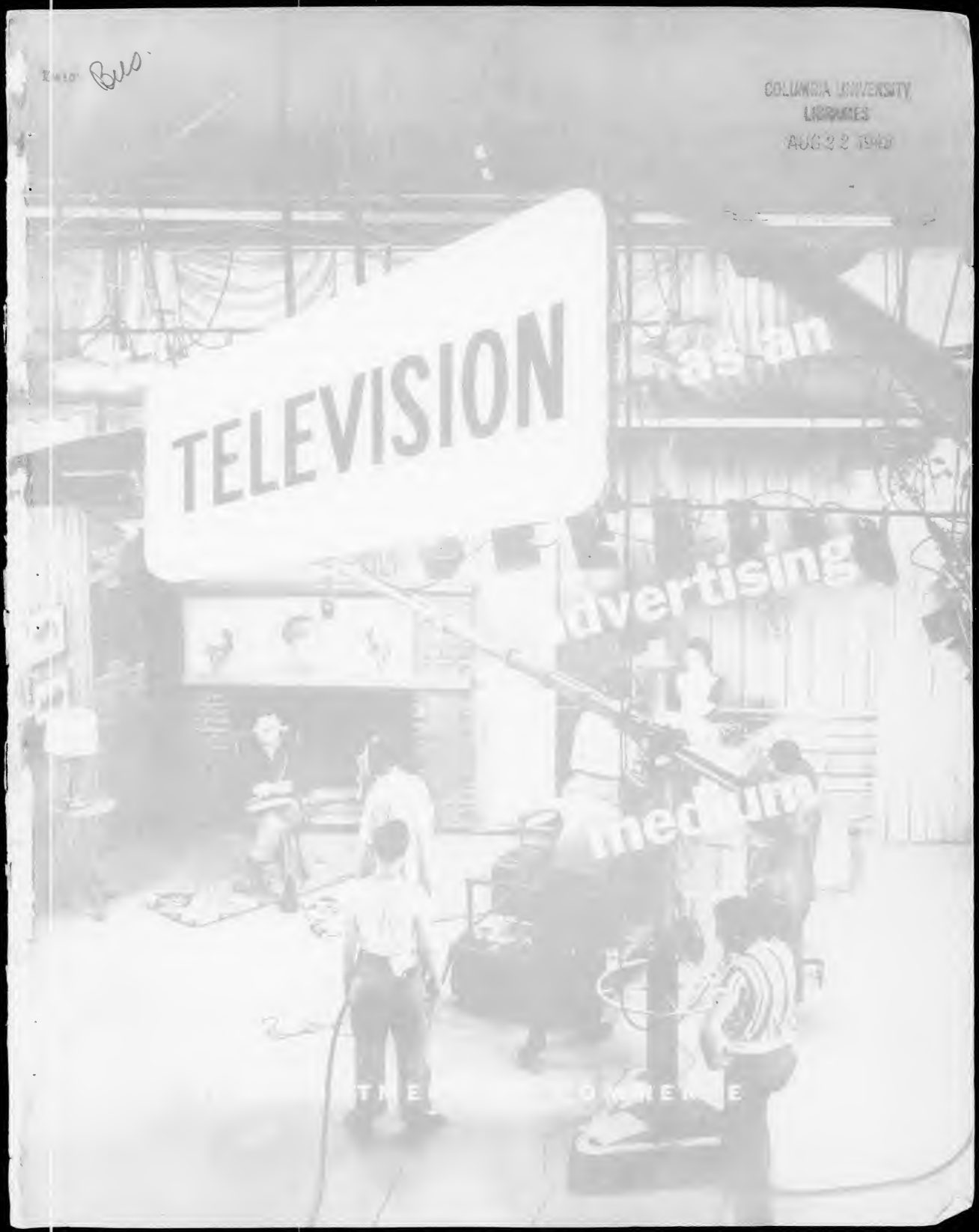

# television as an advertising medium

# television as an advertising medium

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# TELEVISION AS AN ADVERTISING MEDIUM

What will television advertising contribute to our national economy? Will it be advertising's principal contribution? The definitive answers to these questions must, of course, be left to time. Nevertheless, an analysis of current facts and a review of television's apparent potentialities seem to point to television as destined to play an increasingly significant role in any expanding economy. In arriving at this conclusion the General Products Division of the Office of Domestic Commerce has examined the many facets of the television industry, including the number of stations presently operating; TV sets installed; marketing areas covered; the cost of television time, programs, and commercials; and the possible influence on advertisers and advertising agencies.

## The Qualities of Television

As an advertising medium, television has inherent qualities that enable it to reach the masses of consumers in an effective and interesting manner. Television can employ the visual impact of newspapers and magazines, the oral persuasion and personal immediacy of radio, and, in addition, by combining sight and sound with motion make product demonstration possible. Thus television is lifted out of the confines of an advertising medium and extended into the realm of a sales medium.

All surveys indicate that television, in terms of (a) audience identification of sponsor, (b) remembrance of, and understanding of the sales point of the commercial and (c) sales results produced, has greater sales producing impact per person reached than any other advertising medium. Television has been able to demonstrate these advantages notwithstanding the fact that advertisers and agencies have not yet made full use of its potentialities.

## Television's Effect on Other Media

As the number of set ownerships continues to increase, television may have a short-range adverse effect on other advertising media. Recent unofficial surveys show that for families owning television sets, reading declined 20 to 30 percent while radio listening was cut nearly in half. These observations probably are only the short run effects of television. For the long run, television will stimulate larger advertising budgets in which newspapers, magazines, and outdoor media will benefit and in which radio, as it becomes a more specialized medium, will participate in proportion to its more restricted use.

This long run appraisal is based on the following premises:

(*a*) An outstanding characteristic of the United States economy has been the continual upward trend in the ratio of leisure hours to work hours. All available facts indicate that this trend will continue.

(*b*) Families will reexamine their use of leisure hours and will probably accept television not as a replacement but as an addition to the communication field.

(*c*) Television, as an advertising medium, will create new desires and needs and together with all other advertising media, will help industry move a far greater volume of goods than ever before. As a result advertising budgets should increase all along the line.

## Trends and Prospects in Advertising

Total advertising expenditures have increased yearly since 1942 with the postwar period showing the largest dollar growth. It has been estimated that total advertising expenditures for major media in 1948, approximated 4.8 billion dollars which was up from the 1947 peak of 4.3 billion dollars and is 129 percent above the 1940 estimated expenditures of 2.1 billion dollars. It is reported that the upward trend in advertising expenditures continued during the first 5 months of 1949.

Advertising, however, during this period failed to keep pace with the growth in national income. During the period 1935 to 1939 advertising as a percentage of total national income ranged between 2.8 and 3.0 percent. The percentage started to decline in 1940 until a low of 1.5 percent was reached in 1944. With the cessation of military production activity in 1945 the ratio started to increase amounting to 1.9 percent in 1946 and 2.1 percent in both 1947 and 1948. Chart I compares the trend of advertising expenditures with that of national income for the period 1939–48.

As ~~At~~ of the end of 1948 individuals held about 130 billion dollars in cash and bank deposits—24 billion dollars was in the form of currency, 56 billion dollars was in time and savings deposits, and 50 billion dollars was in checking accounts—and about 70 billion dollars of United States Government securities. These totals are comparable to the 1947 estimate of 131.4 billion dollars in cash and bank deposits and 68 billion dollars of United States Government securities; they greatly exceed the 1939 totals of 45 billion dollars in cash and bank deposits and 14 billion dollars of United States Government securities. Notwithstanding the large amount of liquid savings on hand the market value of the Nation's output of goods and services, as measured by the gross national product, declined from 265 billion dollars in the fourth quarter of 1948 to 256 billion dollars in the first

quarter and to an estimated 250.5 billion dollars in the second quarter of 1949. It would appear therefore that more advertising is needed to stimulate consumer demands if industrial and commercial activities are to revert to their 1948 levels. Additional advertising appears necessary to keep the national products moving into consumer's channels if the economy is to continue expanding.

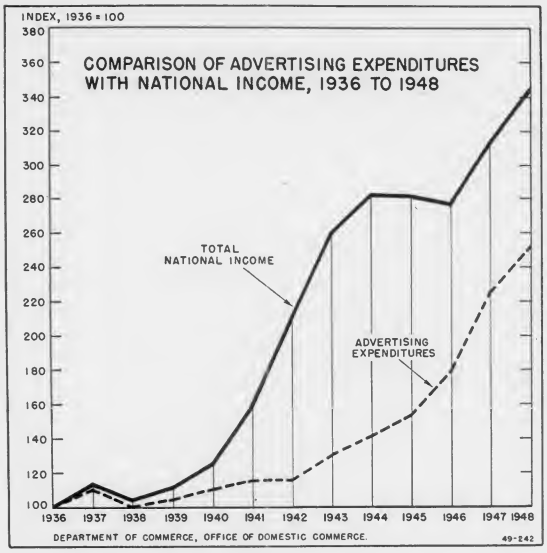


CHART 1

*Advertising expenditure for major media in specified years, 1939 to 1948*

[Millions of dollars]

| Medium | 1939 | 1941 | 1943 | 1945 | 1946 | 1947 | 1948 |
|---|---|---|---|---|---|---|---|
| Newspapers | 793 | 844 | 900 | 921 | 1, 158 | 1, 475 | 1, 750 |
| Radio | 199 | 271 | 345 | 468 | 496 | 555 | 597 |
| Magazines | 180 | 214 | 275 | 365 | 427 | 493 | 513 |
| Farm papers | 6 | 7 | 9 | 12 | 14 | 20 | 20 |
| Direct mail | 278 | 294 | 268 | 242 | 279 | 483 | 575 |
| Business papers | 65 | 84 | 134 | 192 | 199 | 219 | 230 |
| Outdoor | 44 | 53 | 42 | 72 | 86 | 121 | 132 |
| Miscellaneous | 416 | 470 | 524 | 604 | 707 | 895 | 1, 014 |
| Total | 1, 981 | 2, 237 | 2, 497 | 2, 876 | 3, 366 | 4, 261 | 4, 831 |

Source: McCann-Erickson, Inc.

If advertisers in 1949 were to spend 2.8 percent of the national income (as they did in the period of 1936 to 1939), and if estimated national income of 215 billion dollars is employed as a base, advertising expenditures would exceed the estimated 1948 peak by 1.2 billion dollars.

## *Television's Status as of 1949–50*

Before it is to play a really significant part in the United States economy, television must reach a large number of people who are prospective buyers of goods and services.

As of July 1949 there were 75 stations operating commercially (15 licensed and 60 operating under special temporary authority) and 42 stations under construction. In addition, the Federal Communications Commission has "frozen" 331 applications for new stations. Using as a "bench mark" the time period required for stations with construction permits to begin operations it appears unlikely that more than a few of the 331 applicants would be in operation before the end of 1950.

The 75 stations operating commercially as of July 1949 serve 43 marketing areas having 17,350,000 families and a metropolitan county area population of approximately 57,600,000.

On the basis of available information 17 of the 42 stations holding construction permits will be operating by December 1949, serving 12 additional marketing areas with a population of approximately 5,250,000.

Television is now broadcasting under a plan which allocates stations to 12 channels between 54 and 216 megacycles, known as the "very high" frequency band or the "low" band. At its present stage of development television makes great demands on spectrum space with the television picture requiring a band of 4½ megacycles. The Federal Communications Commission has determined that one television station, to cover what might be called the minimum requirement of picture and sound, requires 6000 kilocycles (6 megacycles) which is approximately 600 times as large as a standard AM station. In arriving at the assignment of 6000 kilocycles the Commission has accepted a picture definition that is much below the standard employed by the motion-picture industry.

The allocation plan under which television is broadcasting is a geographical spacing of station assignments designed for the best use of available channels after making allowances for anticipated operational interference. In its original allocation plan for the "low" band, the Federal Communications Commission assigned approximately 410 stations to serve 140 metropolitan areas. Later under a Proposed Allocation Plan Channels the Commission planned for approximately 955 stations to serve the entire country.

Subsequently the interference experienced by commercially operated stations in the "low" band proved to be more serious than had been anticipated. It originally had been thought that the 12 channels could be utilized co-channel-wise every 150 miles and adjacent-channel-wise every 75 miles. However, operating experience soon indicated that the distance of 150 miles was too small and that a 250-mile distance would be more desirable. For example, Cleveland and Detroit were both assigned channels 2, 4, 5, and 7 but the interference experienced under operating conditions indicated that the cities were too close together to be assigned the same channels.

Consequently, in September 1948 the FCC "froze" the processing of new applications for stations, pending studies of the best method of combating the propagation problems encountered. These studies are continuing and a final decision is not expected before December 1949. The present estimate is that the "low" band will not permit more than 500 to 600 stations and that it will have to be supplemented by the assignment of stations in the "ultra-high" frequency band.

The FCC has assigned the 475 to 890 megacycles known as the UHF band to television for experimental studies in the development of a Nation-wide and a competitive television system. As of June 1949 there were approximately 20 experimental stations operating in the UHF.

The Commission announced on July 11, 1949, that, in addition to the 12 "very high" frequency channels presently assigned, it proposes to add 42 new "ultra-high" frequency channels to be numbered 14 through 55 to the country's television system. Channel 14 will begin at approximately 470 or 500 megacycles and the remaining channels will be in a continuous band immediately contiguous to channel 14. It is proposed to employ 32 of these channels for metropolitan stations and 10 for community stations. Hearings on the new allocation plan will not be held until August 29, 1949, and it is not anticipated that the lifting of the "freeze" on new television stations will take place before late 1949 or early 1950.

The Commission, under the new allocation plan, proposes to assign 499 television stations to operate in the VHF band serving 205 cities and 1,682 stations to operate in the UHF band serving approximately 1,330 cities. Many of the cities to be served by VHF stations will also be offered supplemental service by UHF stations. The 499 stations operating in the VHF band would serve almost all of the largest cities in the country. The major cities to be served exclusively by UHF stations include Scranton-Wilkes-Barre, Pa., Hartford-New Britain, Conn., Akron and Canton, Ohio, Easton-Allentown-Bethlehem, Pa., Flint and Lansing, Mich., Athens, Ga., Fort Wayne-Gary, Ind., Worcester and Springfield, Mass., and Harrisburg and Reading, Pa.

The proposed allocation channel plan should have but slight immediate effect on television as an advertising medium. The 75 stations operating commercially in the VHF band as of July 1949 serve the principal markets of the country; the major effect of the proposed plan will be to improve the service offered to the Cleveland, Syracuse, and Rochester areas. The only effect on the 42 VHF stations under construction will be the reassignment of channels in a few instances.

The Commission's proposal may have a short run adverse effect on the number of television sets to be installed. The proposed 42 UHF channels will be out of reach of television sets now in the public hands unless converters were attached to the sets. It is believed that many prospective purchasers of television sets may postpone buying until new sets are on the market and the over-all television picture becomes clearer.

The objectives of the Commission's new allocation plan are "to provide at least one television service to all parts of the United States" and "to provide each community with at least one television broadcast station" and the completion of these objectives would make television advertisings' principal contribution to the Nation's economy. It appears unlikely, however, that more than a few of the small metropolitan cities would be served by UHF stations prior to the middle of 1951; service to rural areas appear to be further away.

A television map showing the location of operating stations, stations under construction, and the community assignments of VHF channels, indicating the area served and to be served by operating stations and those under construction is contained in the appendix. Marketing data sheets summarizing all available marketing data relating to the areas served by operating stations are included in the appendix.

### *Networks*

The high costs that appear to be inherent in television programming make network operation economically essential. Television networks will bring the best of television programs to affiliated and satellite stations at a fraction of the cost of individual programming efforts. At the start of this year television chains were limited to the East and Midwest regional networks employing American Telephone and Telegraph intercity facilities. The eastern region network linked Richmond, Washington, Baltimore, Philadelphia, New York, New Haven, and Boston. In the Midwest, St. Louis, Milwaukee, Chicago, Detroit, Toledo, Cleveland, and Buffalo were linked together. During January 1949 the two regional chains were joined between Philadelphia, Pittsburgh, and Cleveland creating a network of 30 stations in 17 cities.

The one link, however, connecting the East and Midwest regional network had to be shared by the four existing television chains, American Broadcasting Co., Columbia Broadcasting System, DuMont, and the National Broadcasting Co., thus seriously curtailing the number and variety of programs that could be televised over the network. In May 1949 two more west-bound coaxial cables were put into operation between Philadelphia and Chicago making available one east-bound and three west-bound channels. Two of the west-bound channels operate 24 hours a day with the third west-bound channel and the east-bound channel being available only after 6 p. m. The east-bound channel also is available 24 hours on both Saturday and Sunday.

Plans for the extension of the television network westward to the Pacific coast are still in a formative stage. However, on the west coast a radio-relay system is being built between Los Angeles and San Francisco which will form the basis for a network in that area.

Under present plans the existing regional networks will be enlarged by the addition of Erie, Pa., in July and Wilmington, Del., and Lancaster, Pa., later in the summer. It also is expected that Providence, R. I.; Rochester, N. Y.; and Dayton, Columbus, and Cincinnati, Ohio, will be added by fall. Toward the end of 1949 American Telephone and Telegraph plans to equip the route between New York City and Albany for television transmissions and to extend service to Schnectady, Utica, and Syracuse. American Telephone and Telegraph during 1949 will continue work on a radio-relay system to provide more television services between New York and Chicago, and in 1950 to Des Moines. It is planned to extend this circuit to Omaha at a later date. This new radio-relay system from New York will have improved equipment using a recently developed vacuum tube. In 1950 television service from Des Moines will be extended to Minneapolis and St. Paul by coaxial cable. The television map contained in the appendix shows existing and proposed network channels.

### *Metropolitan vs. Rural Coverage*

A review of the locations of existing television stations, of the projected network facilities, and of existing television chains reveals that the television coverage for 1949–51 will

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be a metropolitan coverage with little, if any, rural coverage.

Thus a long range technical problem facing television is the extension of service to rural areas. A television signal presently is not received with consistently good results beyond a range of 25 to 50 miles and with only fair results up to 75 miles, depending upon operational interference and topographical characteristics. This fact now confines television service areas to the metropolitan centers where there is sufficient population to give some assurance to eventual profitable operations for the broadcasters.

Service to rural communities is expected ultimately through use of satellite stations—stations that pick up telecasts from a major station and automatically retransmits the program locally.

### Set Ownership

The major factor in the determination of the part television will play as an advertising medium is the number of television receivers within range of the stations. It has been television's achievement in this field, both in the production and installation of sets, that gives the basis for the optimistic predictions of the part television will play in the United States economy.

The production of sets has expanded rapidly. As of December 31, 1948, there were 97 manufacturers of television sets and kits with an estimated production for 1948 of 975,000 sets. The Radio Manufacturers Association estimated a production of 2 million sets in 1949 while a study made by the Fairchild Marketing Research Department, in April 1949, based on estimates received from 11 of the major television set producers, predicted a production of approximately 2,670,000 sets for 1949.

With intense competition developing in the television production field the price trend has been moving downward to the levels at which a greater mass of consumers can buy. It is anticipated that this downward price movement will continue through 1949.

Consumers demand for television sets has exceeded even the most optimistic prediction of the industry with an estimated 1,860,000 sets having been installed as of July 1949. The rapid growth of set ownership is shown in the following table:

TABLE I.—*Trend estimates of televison set installations*

| City | January 1947 | January 1948 | April 1949 | July 1949 |
|---|---|---|---|---|
| Albuquerque | | | 700 | 1,000 |
| Atlanta | | | 5,500 | 9,500 |
| Baltimore | | 3,700 | 51,500 | 63,200 |
| Birmingham | | | 400 | 800 |
| Boston | | | 68,400 | 83,500 |
| Buffalo | | | 18,300 | 24,000 |
| Chicago | 3,000 | 13,500 | 125,000 | 145,000 |
| Cincinnati | | 1,200 | 20,000 | 27,000 |
| Cleveland | | 2,000 | 38,700 | 59,000 |
| Columbus | | | 1,300 | 7,000 |
| Dayton | | | 4,700 | 9,500 |
| Detroit | 2,500 | 4,000 | 50,500 | 61,000 |
| Erie | | | 2,700 | 5,200 |
| Fort Worth-Dallas | | | 3,900 | 11,000 |
| Houston | | | 3,500 | 5,000 |
| Indianapolis | | | 1,500 | 5,000 |
| Lancaster | | | | 3,000 |
| Los Angeles | 3,000 | 12,000 | 112,600 | 130,000 |
| Louisville | | | 6,100 | 8,500 |
| Memphis | | | 4,400 | 6,000 |
| Miami | | | 3,100 | 6,400 |
| Milwaukee | | 500 | 21,600 | 29,000 |
| Minneapolis-St. Paul | | | 12,600 | 18,000 |
| New Haven | | | 24,100 | 33,000 |
| New Orleans | | | 4,200 | 6,000 |
| New York | 43,000 | 100,000 | 535,000 | 630,000 |
| Oklahoma | | | 1,300 | 3,000 |
| Philadelphia | 6,000 | 18,000 | 140,000 | 175,000 |
| Pittsburgh | | | 10,300 | 22,000 |
| Providence | | | 6,000 | 9,000 |
| Richmond | | | 9,000 | 12,500 |
| Rochester | | | 800 | 3,000 |
| Salt Lake City | | | 3,900 | 7,000 |
| San Diego | | | | 4,000 |
| San Francisco | | | 5,400 | 8,000 |
| Schenectady | 600 | 1,200 | 20,000 | 24,000 |
| Seattle | | | 5,100 | 8,000 |
| St. Louis | 600 | 3,000 | 25,500 | 34,000 |
| Syracuse | | | 2,400 | 5,000 |
| Toledo | | | 10,000 | 15,000 |
| Washington, D. C. | 1,400 | 6,600 | 40,800 | 51,000 |
| Wilmington | | | | 2,000 |
| Others | | | 41,100 | 87,500 |
| Total | 60,100 | 165,700 | 1,441,800 | 1,856,600 |

Source: Estimates based on National Broadcasting Co. data, local electrical associations and reports of broadcasting companies.

In evaluating the importance of television as an advertising medium the number of sets installed do not give a complete picture. On the basis of sets installed television would be but of minor importance when compared to the estimated 37,620,000 homes with radio or to the circulation figures of the more popular national magazines. In evaluating television, however, its superior inherent qualities as an advertising medium must be considered along with the number of sets installed. It must be kept in mind that television's combination of moving pictures, sound, and immediacy produces an impact that extends television as an advertising medium into the realm of personal sales solicitation. Television with its power of demonstration and persuasion carries the selling process far closer to ultimate completion than does any other medium. Television makes the home the location of the point-of-sale presentation and reduces follow-up personal selling to a minimum. Surveys indicate that despite the fact that the television audience is only a fraction of the radio audience and that advertisers and agencies are not utilizing fully the potentialities of television, the number of sets in use and viewers per set makes television comparable to radio in many markets.

From the standpoint of program presentation a survey conducted by the Research Department of WOR revealed that in many evening-time periods, the television audience in metropolitan New York outnumbers the radio sets tuned to certain of the major radio stations.

Although numerous surveys have been conducted, no accurate information exists regarding the economic status of television-set owners. Most of the earlier surveys seem to indicate that a very large proportion of set owners were in the medium- to high-income brackets. Most recent surveys, however, seem to indicate that television sets are being purchased at all income levels. This conclusion seems in line with the downward price trend in television sets and is confirmed in part by television advertisers of standard package products and other nonluxury items.

### Programs—Types

There are four major styles of television programs:

(a) *Studio productions*—vaudeville, drama, musical comedy, and the like made expressly for television, (b) *Simulcasts*—the simultaneous television pick-up of AM radio programs, (c) *Remote Pick-up*—sports events, and the like, and (d) *Films*. During the early stages of television sports

were the most popular program and the three major New York stations devoted 53 percent of the broadcast schedule to sports. As of June 1949, on the same three stations sports account for approximately 25 percent of the schedule.

Drama and variety programs are growing in popularity and surveys indicate that certain of these programs have been able to draw from two to eight times the audience of competing night baseball games in New York, even during a closely contested league race.

During the early part of 1948 the Hooperating Service indicated that films were the most popular type of program on the air. Recent ratings, however, show films in fourth or fifth position following variety, drama, sports, and audience participation programs. The major reason for the decline in film popularity has been the poor quality of the films telecast; good films will always find a receptive audience.

Simulcasts in some instances have been successful and for economy reasons there is a growing interest among radio sponsors for television duplication of their radio shows. However, only a comparative few radio programs lend themselves to successful telecasting without major redesigning.

It is the opinion of many critics that the major weaknesses in television broadcasting are news and music programs. With but few exceptions television news programs rank below that of radio, while music programs will require improved presentation techniques if they are to be successful.

Kinescope recordings are being more widely employed in television broadcasting. These are made by taking a 16-mm. sound motion picture off the face of a specially developed television monitoring screen. Through kinescope recordings live television programs are recorded directly as they are produced and the prints of the program are available to stations that have not yet been connected by coaxial cable or radio-relay with the originating station or network. Technically, the quality of kinescope recordings is quite high.

### *Programs—Cost*

From the advertisers' point of view television, like radio, has two basic cost elements: Time charges and program costs. However, the television advertiser has important additional costs to meet such as studio rehearsal time and production expense. Many advertisers have stated that television's costs, in relation to results, are high when compared to radio costs. The absence of reliable circulation or sales figures makes it difficult to evaluate television cost.

Mr. G. T. Urquhart's survey of television advertisers, published in Printer's Ink (May 20, 1949), included the question "Has television been profitable or unprofitable to you?" The 158 replies received may be summarized as follows:

29.8 percent of all respondents said it had been profitable.

8.2 percent said it had been unprofitable.

61.4 percent said it was too early to tell.

0.6 percent did not answer.

In analysing the above replies the author came to the conclusion that "the larger advertisers, concerns with more money to spend on testing commercial techniques, etc., are happiest with the medium." The major criticisms of television were: Lack of good program material, limited circulation, and excessive production costs.

The dollar cost of television, based solely on the number of sets installed, is high when compared to the dollar cost of radio based on an estimated 37,620,000 homes with radios. However, in terms of its additional impact as an advertising medium the present cost of television appears reasonable to the majority of advertisers. High television costs are often caused by the inability of advertisers and agencies to properly employ the television medium. Many sponsors have not fully appreciated the qualities of television and have been using it to carry a radio, newspaper, or a magazine advertising message. In such instances television's costs are usually high in relation to results.

Television time charges have been on an upward trend. Average half-hour rates, including studio rehearsal time, for the three oldest New York stations have doubled in 15 months from $815 on January 1, 1948, to $1,575 as of April 15, 1949. However, during the same period sets installed in the New York market have increased 600 percent so that time cost per 100 sets has dropped from $665 to $295 in the same period. Time charges probably will continue upward for some time, but the increasing popularity of television eventually will result in a downward trend in cost per set installed. Marketing data sheets included in the appendix of this report contain the latest available information relating to time charges for the majority of operating stations and marketing data for the areas served.

The cost of studio rehearsal time as part of total television cost has been declining with most advertisers giving their shows dry-run rehearsals in rented halls—without the costly cameras, lights, and sets—before they take them into the television studio for on-camera rehearsal. Most 1-hour studio shows require a minimum of 4 hours of on-camera rehearsal, while a few dramatic productions require as much as 10 hours.

Talent and production costs are one of the major elements in the television advertising budget. The absence of reliable circulation figures and sales data makes it impossible to accurately evaluate these costs. However, the following presentation makes possible a comparison of television dollar, personnel, and hour production costs with radio costs.

(*a*) *Simulcast programs.*—Programs which are broadcast simultaneously to radio and television audiences—result in additional production costs of from $1,200 to $2,200.

(*b*) *Remote pick-ups.*—The controlling factor in sports is the cost of the rights to televise ranging from $100 per game for small high school and college football games to $18,000 for the Army-Navy type game. Boxing matches range from $3,000 per event for the weekly Friday night fight to $4,000 to $6,000 for outstanding contender fights and up to $100,000 for championship matches like the Louis-Walcott bout. The rights for the world series cost about $140,000 while the 1948 rights to broadcast and televise all the home baseball games of the New York Giants was about $400,000. Production costs on these events range from $1,100 to $2,000 per event.

(*c*) *Live shows.*—A very popular dramatic presentation now heard in radio requires a crew of 10 people, over and above the cost and orchestra; its television counterpart requires a crew of 40 people. A widely heard "winner quiz show" in radio requires a crew of 10 people; in television it requires 34 people.

(*d*) *Films.*—(1) Films made especially for television are priced on an individual station or network showing. The half-hour mysteries on a five-station eastern network hook-up cost $2,500 for a single release. (2) Theatrical films not originally made for television, such as westerns, have a wide cost range, being priced on a "per market" basis. Cost of theatrical films per hour range from $75 for the older films for use in smaller television cities to several hundred dollars per hour in larger markets for newer features.

(*e*) *Kinescope records.*—These cost $500 for a 1-hour program and $108 for each 16-mm. print. In radio comparable figures are $168 for the original "master" and $10 for each set of pressings.

## Television Networks

The television chains have grown rapidly during the period October 1948 to the present. The status of the major television networks as of June 1949 is presented in table II.

TABLE II.—*Major television networks as of June 1949*

| Station and city | American Broadcasting Co.[1] (class A rates) | | | Columbia Broadcasting System[2] (class A rates) | | | DuMont Television Network[3] (class A rates) | | | National Broadcasting Co.[4] (class A rates) | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | 1 hour | 30 minutes | 15 minutes | 1 hour | 30 minutes | 15 minutes | 1 hour | 30 minutes | 5 minutes | 1 hour | 30 minutes | 5 minutes |
| Interconnected stations: | | | | | | | | | | | | |
| WJZ-TV—New York | $1,500.00 | $900.00 | $600.00 | | | | | | | | | |
| WCBS-TV—New York | | | | $1,500.00 | $900.00 | $600.00 | | | | | | |
| WABD—New York | | | | | | | $1,500.00 | $900.00 | $375.00 | | | |
| WNBT—New York | | | | | | | | | | $1,500.00 | $900.00 | $375.00 |
| WMAR-TV—Baltimore | | | | 375.00 | 225.00 | 150.00 | | | | | | |
| WNAC-TV—Boston | 300.00 | 180.00 | 120.00 | 300.00 | 180.00 | 120.00 | 300.00 | 180.00 | 60.00 | | | |
| WNHC-TV—New Haven | | | | 300.00 | 180.00 | 120.00 | 300.00 | 180.00 | 60.00 | [5] 300.00 | [5] 180.00 | [5] 75.00 |
| WCAU-TV—Philadelphia | | | | 600.00 | 360.00 | 240.00 | | | | | | |
| WOIC—Washington | | | | 300.00 | 180.00 | 120.00 | | | | | | |
| WRGB—Schenectady | 250.00 | 156.25 | 110.00 | 250.00 | 156.25 | 110.00 | 250.00 | 156.25 | 62.50 | 250.00 | 150.00 | 62.50 |
| WFIL-TV—Philadelphia | 400.00 | 240.00 | 160.00 | | | | 400.00 | 240.00 | 80.00 | | | |
| WAAM—Baltimore | 300.00 | 180.00 | 120.00 | | | | 300.00 | 180.00 | 60.00 | | | |
| WMAL-TV—Washington | 300.00 | 180.00 | 120.00 | | | | | | | | | |
| WTTG—Washington | | | | | | | 300.00 | 180.00 | 60.00 | | | |
| WTVR—Richmond | | | | [6] 220.00 | [6] 160.00 | [6] 120.00 | 200.00 | 140.00 | 60.00 | 175.00 | 105.00 | 43.75 |
| WJAR-TV—Providence | | | | | | | | | | 250.00 | 150.00 | 62.50 |
| WBZ-TV—Boston | | | | | | | | | | 400.00 | 240.00 | 100.00 |
| WPTZ—Philadelphia | | | | | | | | | | 625.00 | 375.00 | 156.25 |
| WBAL-TV—Baltimore | | | | | | | | | | 375.00 | 225.00 | 93.75 |
| WNBW—Washington | | | | | | | | | | 350.00 | 210.00 | 87.50 |
| WBEN-TV—Buffalo | 250.00 | 150.00 | 100.00 | 300.00 | 180.00 | 120.00 | 250.00 | 150.00 | 62.50 | 250.00 | 150.00 | 62.50 |
| WDEL-TV—Wilmington | | | | | | | 150.00 | 90.00 | 37.50 | 150.00 | 90.00 | 37.50 |
| WGN-TV—Chicago | | | | 600.00 | 360.00 | 240.00 | 400.00 | 240.00 | 100.00 | | | |
| WEWS—Cleveland | 400.00 | 240.00 | 160.00 | 400.00 | 240.00 | 160.00 | 400.00 | 240.00 | 107.00 | | | |
| WICU—Erie | [7] 150.00 | [7] 90.00 | [7] 60.00 | 150.00 | 90.00 | 60.00 | 150.00 | 90.00 | 37.50 | 150.00 | 90.00 | 37.50 |
| WJBK-TV—Detroit | | | | 400.00 | 240.00 | 160.00 | 350.00 | 210.00 | 70.00 | | | |
| WGAL-TV—Lancaster | | | | 150.00 | 90.00 | 60.00 | 150.00 | 90.00 | 37.50 | 150.00 | 90.00 | 37.50 |
| WTMJ-TV—Milwaukee | 300.00 | 180.00 | 120.00 | 300.00 | 180.00 | 120.00 | 300.00 | 180.00 | 75.00 | 300.00 | 180.00 | 75.00 |
| WDTV—Pittsburgh | 300.00 | 180.00 | 120.00 | 300.00 | 180.00 | 120.00 | 300.00 | 180.00 | 75.00 | [5] 300.00 | [5] 180.00 | [5] 75.00 |
| WHAM-TV—Rochester | | | | 200.00 | 120.00 | 80.00 | 200.00 | 120.00 | 50.00 | 200.00 | 120.00 | 50.00 |
| KSD-TV—St. Louis | 300.00 | 180.00 | 120.00 | 300.00 | 180.00 | 120.00 | 300.00 | 180.00 | 80.00 | 300.00 | 180.00 | 75.00 |
| WSPD-TV—Toledo | | | | 200.00 | 120.00 | 80.00 | 200.00 | 120.00 | 40.00 | 200.00 | 120.00 | 50.00 |
| WNBK—Cleveland | | | | | | | | | | 375.00 | 225.00 | 93.75 |
| WWJ-TV—Detroit | | | | | | | | | | 400.00 | 240.00 | 100.00 |
| WNBQ—Chicago | | | | | | | | | | 600.00 | 360.00 | 150.00 |
| WENR-TV—Chicago | 600.00 | 360.00 | 240.00 | | | | | | | | | |
| WXYZ-TV—Detroit | 420.00 | 252.00 | 168.00 | | | | | | | | | |
| Total interconnected stations | {(13)5,620.00 | 3,378.25 | 2,258.00 | (18)6,925.00 | 4,161.25 | 2,780.00 | (20)6,700.00 | 4,046.25 | 1,589.50 | (19)7,000.00 | 4,200.00 | 1,750.00 |
| | | | | (19)7,145.00 | 4,321.25 | 2,900.00 | | | | (21)7,600.00 | 4,560.00 | 1,900.00 |
| Noninterconnected stations: | | | | | | | | | | | | |
| WSB-TV—Atlanta | 200.00 | 120.00 | 80.00 | | | | | | | 200.00 | 120.00 | 50.00 |
| WLW-T—Cincinnati | | | | | | | | | | 300.00 | 180.00 | 75.00 |
| WLW-C—Columbus | | | | | | | | | | 200.00 | 120.00 | 50.00 |
| WLW-D—Dayton | | | | | | | | | | 200.00 | 120.00 | 50.00 |
| WBAP-TV—Fort Worth | 200.00 | 120.00 | 80.00 | | | | | | | 200.00 | 120.00 | 50.00 |
| WAVE-TV—Louisville | 200.00 | 120.00 | 80.00 | 200.00 | 120.00 | 80.00 | 200.00 | 120.00 | 50.00 | 200.00 | 120.00 | 50.00 |
| WMCT—Memphis | 200.00 | 120.00 | 80.00 | 200.00 | 120.00 | 80.00 | 200.00 | 120.00 | 50.00 | 200.00 | 120.00 | 50.00 |
| WDSU-TV—New Orleans | 200.00 | 120.00 | 80.00 | 200.00 | 120.00 | 80.00 | 200.00 | 120.00 | 53.33 | 200.00 | 120.00 | 50.00 |
| KNBH—Los Angeles | | | | | | | | | | 600.00 | 360.00 | 150.00 |
| KDYL-TV—Salt Lake City | | | | | | | | | | 150.00 | 90.00 | 37.50 |
| KSTP-TV—Minneapolis-St. Paul | | | | | | | 250.00 | 150.00 | 62.50 | 250.00 | 150.00 | 62.50 |
| KPIX—San Francisco | | | | 350.00 | 210.00 | 140.00 | 350.00 | 210.00 | 87.50 | 350.00 | 210.00 | 87.50 |
| KRSC-TV—Seattle | 250.00 | 150.00 | 100.00 | 200.00 | 120.00 | 80.00 | 250.00 | 150.00 | 50.00 | 250.00 | 150.00 | 62.00 |
| WHEN—Syracuse | 150.00 | 90.00 | 60.00 | 150.00 | 90.00 | 60.00 | 150.00 | 90.00 | 30.00 | | | |
| WAGA-TV—Atlanta | | | | 200.00 | 120.00 | 80.00 | 200.00 | 120.00 | 50.00 | | | |
| KSL-TV—Salt Lake City | 150.00 | 90.00 | 60.00 | 150.00 | 90.00 | 60.00 | 150.00 | 90.00 | 37.50 | | | |
| KLEE-TV—Houston | 200.00 | 120.00 | 80.00 | 200.00 | 120.00 | 80.00 | 200.00 | 120.00 | 55.00 | | | |
| KOB-TV—Albuquerque | | | | 150.00 | 90.00 | 60.00 | 150.00 | 90.00 | 30.00 | | | |
| KTSL—Los Angeles | | | | | | | 300.00 | 180.00 | 75.00 | | | |
| WTVJ—Miami | | | | 200.00 | 120.00 | 80.00 | 250.00 | 150.00 | 62.50 | | | |
| WFBM-TV—Indianapolis | 250.00 | 150.00 | 100.00 | 250.00 | 150.00 | 100.00 | 250.00 | 150.00 | 62.50 | | | |
| WKRC-TV—Cincinnati | | | | 350.00 | 210.00 | 140.00 | | | | | | |
| WHIO-TV—Dayton | 200.00 | 120.00 | 80.00 | 200.00 | 120.00 | 80.00 | | | | | | |
| KTTV—Los Angeles | | | | 500.00 | 300.00 | 200.00 | | | | | | |
| WKY-TV—Oklahoma City | 200.00 | 120.00 | 80.00 | 200.00 | 120.00 | 80.00 | | | | | | |
| KFMB-TV—San Diego | 200.00 | 120.00 | 80.00 | 200.00 | 120.00 | 80.00 | | | | | | |
| WAFM-TV—Birmingham | | | | 200.00 | 120.00 | 80.00 | | | | | | |
| WSEE—St. Petersburg | 150.00 | 90.00 | 60.00 | | | | | | | | | |
| WCPO-TV—Cincinnati | 300.00 | 180.00 | 120.00 | | | | | | | | | |
| WBNS-TV—Columbus | 200.00 | 120.00 | 80.00 | | | | | | | | | |
| WLAV-TV—Grand Rapids | 150.00 | 90.00 | 60.00 | | | | | | | | | |
| KECA-TV—Los Angeles | 500.00 | 300.00 | 200.00 | | | | | | | | | |
| WTCN-TV—Minneapolis-St. Paul | 250.00 | 150.00 | 100.00 | | | | | | | | | |
| KGO-TV—San Francisco | 350.00 | 210.00 | 140.00 | | | | | | | | | |
| KMTV—Omaha | 150.00 | 90.00 | 60.00 | | | | | | | | | |
| Total noninterconnected stations | (22)4,800.00 | 2,880.00 | 1,920.00 | (18)4,100.00 | 2,460.00 | 1,640.00 | (14)3,100.00 | 1,860.00 | 755.83 | (13)3,300.00 | 1,980.00 | 825.00 |
| Total all stations | (35)10,420.00 | 6,258.25 | 4,178.00 | (37)11,245.00 | 6,181.25 | 4,540.00 | (34)9,800.00 | 5,906.25 | 2,345.33 | (34)10,900.00 | 6,540.00 | 2,725.00 |

[1] Source: ABC television network rate card—effective May 15, 1949.
[2] Source: CBS television network rate card—effective June 15, 1949.
[3] Source: DuMont television network rate card—effective June 3, 1949.
[4] Source: NBC television network rate card—effective June 1, 1949.
[5] Individually available: All other 19 NBC interconnected stations available only as a group.
[6] Station available by special arrangement.
[7] Not listed by ABC as interconnected station.

## Advertisers

Television's rapid growth is causing advertisers to more carefully evaluate the medium with the result that its potentialities are being more widely understood and appreciated.

For many advertisers television should be considered not merely as an advertising medium but as an additional sales medium upon which other sales and marketing efforts may be coordinated. Advertisers, through television, can send their best salesmen directly into the home where they can demonstrate the product for the customers, showing the product in action, how it looks, how it works, and what it does. Advertisers will be able to correlate their sales and merchandising efforts with the television commercial with the resultant benefits of unified and coordinated action.

Because it lends itself to interesting educational and promotional programs television offers all industries a powerful public relations medium as well as a sales producing medium.

Many advertisers will have to revise their accounting, advertising, and sales organizations to properly handle television. Television, because of its characteristics, may have to be included in both the sales and advertising budgets. Because of the special nature of television advertising many companies will have to decide whether it will be under the control of their sales departments or the advertising departments. In some companies, particularly those in the durable goods industries, the control may properly belong in the advertising department. In other companies, particularly those in the consumer goods field, the control may be placed under the sales department to make for a unified and coordinated sales and merchandising effort.

Many advertisers also will review the position of advertising agencies. Because of the intimacy television creates between consumers and the advertisers, many advertisers will want to take a more active part in developing and presenting the commercials and programs. In some instances the advertisers' increased activities may replace some of the functions normally performed by agencies. However, it will be to the advertisers' advantage to employ their increased activities to supplement those functions that can be more capably performed by advertising agencies.

The number of advertisers employing television has rapidly expanded, increasing from 234 sponsors during the week of June 6–12, 1948, to 680 during the week of December 5–11, 1948. Sponsorship continued to expand rapidly during the first five months of 1949 with 1,343 advertisers employing the medium during the week of May 1–7 1949. Total sponsored television time has increased 131 percent since November 1948 amounting to 995 sponsored hours in May 1949 as compared to 430 hours in November. The following table illustrates sponsorship growth:

TABLE III.—*Television sponsorship*

| Item | 1948 | | | | | | 1949 | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | July 4–10 | August 1–7 | September 5–11 | October 3–9 | November 7–13 | December 5–11 | January 2–8 | February 6–12 | March 6–12 | April 3–9 | May 1–7 |
| Number of markets | 6 | 19 | 19 | 21 | 21 | 23 | 27 | 30 | 30 | 32 | 34 |
| Number of stations | 26 | 32 | 32 | 37 | 37 | 41 | 46 | 54 | 55 | 59 | 59 |
| Number of advertisers: | | | | | | | | | | | |
| Network | 14 | 18 | 21 | 33 | 37 | 37 | 33 | 38 | 50 | 57 | 57 |
| Spot | 113 | 122 | 119 | 181 | 216 | 230 | 234 | 265 | 267 | 291 | 328 |
| Local | 153 | 197 | 236 | 281 | 373 | 413 | 460 | 609 | 711 | 877 | 958 |
| Total | 280 | 337 | 376 | 495 | 626 | 680 | 727 | 917 | 1,028 | 1,225 | 1,343 |
| Total sponsored TV time (hours) | ----- | ----- | ----- | ----- | 430 | 433 | 456 | 701 | 803 | 927 | 995 |

Total monthly time expenditures:

| | |
|---|---|
| January | $1,351,576 |
| February | 1,803,345 |
| March | 2,085,744 |
| April | 2,694,482 |
| May | 2,810,000 (preliminary) |

Source: Rorabaugh Television Reports as compiled by Broadcasting Magazine.

Total television time expenditures have expanded rapidly since the first of the year, increasing from $1,351,576 in January 1949 to $2,810,000 in May 1949. On the basis of time expenditures for the first 5 months of 1949 it is estimated that total time expenditures for 1949 will approximate 28 million dollars or 180 percent over the estimated 10 million dollars of 1948.

It is anticipated that television time expenditures, particularly dollar volume, will continue its remarkable growth during 1950. Federal Communications Commission Chairman Wayne Coy foresees about 1,000 television stations in operation within 7 years and estimates 18 million television sets in use by 1953.

A few of the early sponsors of television—especially some of the major national advertisers—employed the medium: (1) To obtain and keep time franchise; (2) to obtain rights to program and talents; (3) to obtain television experience while rates were low; and (4) for advertising value as television pioneers. Many advertisers have reported that, on a cost-per-sale basis, today's television compares favorably with costs of other media, while other advertisers state that for per dollar spent, there is no present consumer medium that can deliver the same degree of retail promotional cooperation as television. More and more national, regional, and local advertisers are including television in their media plans.

Many of the advertisers employing television were not regular radio users. The National Broadcasting Co. reported that 60 percent of the time sold on its television networks was purchased by advertisers not using the network's AM facilities. The Urquhart survey indicated that 60.7 percent of the television advertisers cooperating in the survey set up special budgets to pay for television, 25.4 percent

cut their regular budgets and 10.1 percent cut both their regular budgets and set up special budgets to pay for television. In those instances where the regular budgets were cut, radio and newspapers were the principal media adversely affected. None of the advertisers reported reducing sales appropriations to help pay for television, indicating that these advertisers still regard television as purely an advertising expense.

A review of the companies that rank among the leaders, both in total advertising expenditures and network radio time expenditures, indicates those industries and companies which may be the major sponsors in the television field.

TABLE IV.—*15 leading network radio advertisers in 1948 and a comparison of their network radio advertising in 1940 and 1942*

| Advertiser | 1948 | | | | 1942 | | | | 1940 | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total expenditures in general magazines, farm magazines, magazine sections, network radio (thousand of dollars) | National ranking | Network Radio (thousand of dollars) | Network Radio (percent of total) | National ranking | Total expenditures in general magazines, farm magazines, magazine sections, network radio (thousand of dollars) | National ranking | Network Radio (thousand of dollars) | Network Radio (percent of total) | Total expenditures in general magazines, farm magazines, magazine sections, network radio (thousand of dollars) | Network Radio (thousand of dollars) | Network Radio (percent of total) |
| Procter & Gamble | 26,600 | 1 | 18,200 | 70 | 1 | 14,300 | 1 | 8,900 | 62 | 13,700 | 11,000 | 80 |
| Sterling Drug, Inc | 11,300 | 6 | 9,100 | 80 | 2 | 8,800 | 3 | 7,700 | 88 | 6,800 | 6,000 | 88 |
| General Mills, Inc | 10,400 | 8 | 7,200 | 70 | 3 | 5,400 | 5 | 4,300 | 80 | 3,700 | 3,100 | 84 |
| General Foods Corp | 13,000 | 2 | 6,800 | 52 | 4 | 10,300 | 2 | 7,900 | 77 | 8,000 | 5,900 | 74 |
| Gillette Safety Razor Co | 8,500 | 11 | 6,300 | 74 | 5 | 800 | ------- | 650 | 81 | 639 | 428 | 67 |
| Miles Labs., Inc | 6,200 | 14 | 5,900 | 95 | 6 | 2,900 | 16 | 2,880 | 97 | 1,500 | 1,400 | 93 |
| Campbell Soup Co | 8,800 | 10 | 5,800 | 66 | 7 | 4,300 | 12 | 2,900 | 68 | 5,600 | 4,000 | 71 |
| Lever Bros | 11,500 | 5 | 5,300 | 46 | 8 | 8,100 | 4 | 5,000 | 62 | 5,400 | 3,200 | 60 |
| Liggett & Myers Tobacco Co | 7,600 | 13 | 5,000 | 66 | 9 | 5,300 | 6 | 3,700 | 70 | 5,500 | 3,400 | 62 |
| American Home Products Corp | 5,500 | 18 | 4,600 | 84 | 10 | 4,600 | 10 | 4,000 | 87 | 3,300 | 2,000 | 85 |
| Colgate-Palmolive-Peet Co | 10,800 | 7 | 4,300 | 40 | 11 | 5,300 | 8 | 3,300 | 62 | 5,600 | 4,300 | 80 |
| R. J. Reynolds Tobacco Co | 7,700 | 12 | 4,100 | 53 | 12 | 5,300 | 7 | 2,800 | 53 | 4,700 | 2,100 | 25 |
| Philip Morris & Co. Ltd., Inc | 4,700 | 22 | 3,800 | 93 | 13 | 3,400 | 15 | 2,000 | 60 | 2,100 | 1,600 | 80 |
| Swift & Co | 9,300 | 9 | 3,400 | 36 | 14 | 1,500 | ------- | 480 | 32 | 1,300 | 7 | 5 |
| General Electric Co | 11,800 | 4 | 3,300 | 30 | 15 | 3,600 | 14 | 1,300 | 36 | 2,700 | 526 | 19 |

Source: Printer's Ink, April 1, 1949.

A review of the 1948 advertising expenditures of the major industries shows many that made little use of network radio. In many instances these industries may find television an answer to some of their advertising requirements. For example, the automotive industry, both from the standpoint of industry-wide public relations and the demonstration of specific models of automobiles, might well find television a most serviceable and rewarding medium.

TABLE V.—*Advertising Expenditures by Industries, 1948*

| Industries | General magazines | Farm magazines | Magazine sections | Network radio | Newspaper |
|---|---|---|---|---|---|
| Food and food products | $46,597,925 | $2,911,592 | $12,119,320 | $47,208,282 | $103,568,000 |
| Toiletries, and toilet goods | 38,475,527 | 670,110 | 8,667,094 | 32,145,225 | 23,563,000 |
| Apparel, footwear and accessories | 47,349,015 | 946,837 | 2,959,948 | 1,431,598 | 8,681,000 |
| Automotive, automotive accessories and equipment | 32,306,929 | 5,910,532 | 1,515,048 | 7,696,776 | 59,296,000 |
| Household equipment and supplies | 30,919,018 | 3,299,004 | 2,293,330 | 8,628,906 | 19,913,000 |
| Drugs and remedies | 10,280,707 | 1,051,369 | 3,416,218 | 22,566,488 | ---------- |
| Soaps, cleansers and polishes | 8,693,577 | 679,536 | 4,241,255 | 20,767,870 | ---------- |
| Smoking materials | 11,391,597 | 610,225 | 1,441,129 | 20,323,300 | 16,302,000 |
| Beer, wine, and liquor | 27,153,444 | 20,450 | 429,401 | 1,116,697 | 34,006,000 |
| Household furnishings | 23,963,751 | 804,860 | 1,053,888 | 1,331,640 | ---------- |
| Industrial and industrial materials | 20,526,270 | 989,734 | 685,380 | 1,747,826 | 9,651,000 |
| Building materials, equipment and fixtures | 16,587,537 | 2,470,975 | 61,763 | 988,686 | ---------- |
| Consumer services | 12,633,699 | 712,286 | 621,207 | 2,549,586 | ---------- |
| Confectionery and soft drinks | 7,869,694 | 2,007 | 352,061 | 7,655,484 | 2,646,000 |
| Gasoline, lubricants and other fuels | 7,606,770 | 1,017,519 | 627,360 | 5,969,057 | ---------- |
| Transportation, travel, and resorts | 14,043,911 | 234,626 | 350,817 | 333,616 | 19,156,000 |
| Jewelry, optical goods and services | 12,102,618 | 182,780 | 689,936 | 1,201,942 | 1,612,000 |
| Office equipment, stationery and writing supplies | 9,803,517 | 60,346 | 1,035,466 | 2,317,072 | ---------- |
| Radios, phonographs, musical instruments and accessories | 9,021,134 | 498,174 | 395,286 | 1,560,098 | ---------- |
| Insurance | 5,878,447 | 419,618 | 129,807 | 4,238,745 | 3,339,000 |
| Retail stores and shops | 7,603,749 | 23,755 | 873,428 | ---------- | ---------- |
| Publishing and media | 4,569,297 | 25,184 | 1,575,345 | 1,450,097 | 14,844,000 |
| Entertainment and amusement | 5,895,381 | 17,902 | 307,646 | 5,215 | 1,258,000 |
| Sporting goods and toys | 5,619,732 | 276,154 | 177,388 | 81,469 | 1,578,000 |
| Agriculture and farming | 662,198 | 3,599,780 | 7,172 | 1,531,531 | 5,123,000 |
| Horticulture | 2,090,565 | 670,189 | 83,638 | 98,946 | ---------- |
| Aviation, aviation accessories and equipment | 1,297,770 | 28,189 | ---------- | ---------- | ---------- |
| Political | ---------- | ---------- | ---------- | 1,213,282 | ---------- |
| Medical | ---------- | ---------- | ---------- | ---------- | 18,896,000 |
| Radio | ---------- | ---------- | ---------- | ---------- | 14,401,000 |
| Hotels and resorts | ---------- | ---------- | ---------- | ---------- | 7,990,000 |
| Public utilities | ---------- | ---------- | ---------- | ---------- | 7,192,000 |
| Educational | ---------- | ---------- | ---------- | ---------- | 1,135,000 |
| Professional and service | ---------- | ---------- | ---------- | ---------- | 318,000 |
| Miscellaneous | 44,765,565 | 560,800 | 418,352 | 2,836,308 | 14,793,000 |
| Total advertising | 425,709,354 | 28,684,523 | 46,709,683 | 198,995,742 | 389,261,000 |

Source Printer's Ink (Apr. 1, 1949) and Advertising Age (Apr. 4, 1949)

Department stores, specialty stores, and other retail outlets, although they made but little use of the radio medium, probably will become very active participants in the television field. These stores specialize on using pictorial advertising hence television should have an immediate appeal to them.

## *Television Commercials*

The television commercial generally has been successful and rapid improvements are being made in the techniques, continuity, and presentations used. Nevertheless, in many cases the television commercial has failed to use fully the selling possibilities of the medium. Both the advertisers and the agencies share in the responsibility for this shortcoming. The experience of a sponsor's advertising department and its advertising agency, in most cases, has been limited to evaluating the product in terms of the printed or spoken word or in terms of the still picture; they need to evaluate the product in television terms to make an effective sales presentation. Recently much progress has been made, particularly by many advertising agencies, in studying and evaulating the product to determine the best method of demonstrating for the television audience.

Live product commercial productions are growing in popularity as program commercials and this trend will continue as all parties become better acquainted with the television medium. At present films have been used with much success for program commercials, spot announcements, station breaks, and the like. The five most important film commercials techniques are: (a) *Slides*, with cost ranging from $15 to $250; (b) *Silent films*, requiring an announcer's voice to back them on the air; costs vary widely; (c) *Narrated films*, in which a narrator's voice is dubbed in after the film is made; cost ranges from $250 to over $1,000, (d) *Sound films*, in which the characters on the screen talk for themselves; cost ranges from $1,200 to $10,000, and (e) *Animated films* ranging in cost from $1,500 to $7,500.

### Advertising Agencies

Advertising agencies at first underestimated the potentialities of the television medium but now are among its most enthusiastic supporters, and are making a more complete use of the medium. At the present time a few agencies are conducting intensive studies of the medium. Progress has been evidenced in more sales-convincing commercials, better programming, and reductions in the cost of both commercials and programming. As of June 1949 more than 200 advertising agencies had television departments, many of them operating within and as part of the radio department, ranging from one- or two-man operations to departments employing as many as 100.

In their television activities, agencies fall into three general classifications; (a) general agencies that handle the complete show from the idea stage to telecasting, (b) agencies that farm out most of the work, and (c) agencies that specialize in television.

At the present time television is not a very profitable field for advertising agencies. The average television appropriation is very small as compared with other media yet television planning and production demands as much or more time and personnel of the agencies than the other media. Nevertheless, this appears to be an opportune time for agencies to engage more strenuously in television activities, to obtain experience and to create a reputation.

At present most advertisers prefer to have the agency handle most of the problems connected with television. It is quite likely, however, that many advertisers will be forced to participate more actively in this field than they have in their use of the other media. Agencies' efforts in the television field should be such so as to inspire confidence so that the advertisers' enlarged activities will merely supplement those functions that can be more capably performed by the specialists within the advertising agencies.

## ALABAMA

### BIRMINGHAM

| Name of station | WAFM–TV | WBRC–TV |
|---|---|---|
| Operated by—network | The Voice of Alabama Inc. | Birmingham Broadcasting Co. Inc. |
| Channel | 13 | 4. |
| Hours of operation—weekly | Started operations in June 1949. | Started operations in June 1949. |
| Number of hours sponsored. | | |
| Class A rates: | | |
| 1 hour. | | |
| 30 minutes. | | |
| 15 minutes. | | |
| 5 minutes. | | |
| 1 minute. | | |

Estimated number of television sets installed as of July 1, 1949—800.

### BIRMINGHAM METROPOLITAN DISTRICT

(Includes the central city of Birmingham and parts of Jefferson County)

Area (square miles), 347.6.
Population:
1940, 407,851.
1947, 502,398.
Jan. 1, 1949, 535,100.[1] [2]

Commerce Department Regional Office, Atlanta, Ga.
Nonwhite civilian population, 1947, 209,760.
Number of families, Jan. 1, 1949, 148,700.[1] [2]

| Housing characteristics: | *1940* | *1947* |
|---|---|---|
| Dwelling units | 109,211 | 138,242 |
| With electric lighting (percent) | 83.4 | |
| Occupied units | 106,495 | 135,356 |
| Owner-occupied units (percent) | 32.9 | 48.1 |

### BIRMINGHAM (INCLUDING ALL OF JEFFERSON COUNTY)

| Item | Retail sales | Wholesale sales | Manufactures (value of products) |
|---|---|---|---|
| 1939, number of firms or plants | | 508 | 383 |
| 1939, ($000) | | | 256,659 |
| 1946, estimated ($000) | 316,658 | 596,011 | 571,856 |

Deposits of individuals, partnerships, and corporations, Dec. 31, 1947.

| *Total deposits* | *Demand* | *Time* |
|---|---|---|
| $290,034,000 | $221,821,000 | $68,213,000 |

Sales Management estimates of retail sales—1948 ($000): Total—543,888.[1] [2]

| | | | |
|---|---|---|---|
| Food | 105,404 | Drug | 13,243 |
| General merchandise | 72,308 | Furniture, household, radio | 43,780 |

Alabama—Summary of statistics for major industry groups:

| Year | Number of establishments (units) | Average number of production workers | Value added by manufacture (in millions of dollars) | Percent increase |
|---|---|---|---|---|
| 1939 | 1,982 | 116,000 | 246 | |
| 1947 | 3,334 | 186,000 | 877 | 257 |
| *Jefferson County* | | | | |
| 1939 | 383 | 28,900 | 105.8 | |
| 1947 | 530 | 44,700 | 275.3 | 160 |

[1] Sales Management Survey of Buying Power, May 10, 1949; further reproduction not licensed.
[2] Includes all of Jefferson County.

Source: U. S. Department of Commerce, Bureau of the Census, and Board of Governors of the Federal Reserve System, except as noted.

## CALIFORNIA

### LOS ANGELES

| Name of station | KTSL(W6XAO) | KFI–TV | KTLA | KLAC–TV |
|---|---|---|---|---|
| Operated by—network | Don Lee Broadcasting System. | Earl C. Anthony Inc. | Paramount Television Network. | KMTR Radio Corp. |
| Channel | 2 | 9 | 5 | 13 |
| Antenna height above average terrain. | 2,000 | 2,420 | 2,920 | 2,420 |
| Hours of operation[1]—weekly. | 22 | 42 | 40 | No information. |
| Number of hours sponsored.[1] | 8 | 9 | 12 | |
| Class A rates: | | | | |
| 1 hour | $300 [2] | $150 [3] | $500 [4] | |
| 30 minutes | $180 | $90 | $300 | |
| 15 minutes | $120 | $52.50 | $200 | |
| 5 minutes | $75 | $30 | $125 | |
| 1 minute | | $20 | $85 | |
| Rates effective | May 10, 1948 | Mar. 1, 1949 | Nov. 1, 1948 | |

| Name of station | KTTV | KNBH | KECA–TV |
|---|---|---|---|
| Operated by—network | Los Angeles Times (Columbia Broadcasting System.) | National Broadcasting Co. | American Broadcasting Co. |
| Channel | 11 | 4 | 7. |
| Antenna height above average terrain. | 3,095 | 3,130 | 3,040. |
| Hours of operation [1]—weekly. | 17 | 20 | Under construction. |
| Number of hours sponsored.[1] | 6½ | | |
| Class A rates: | | | |
| 1 hour | $500 [4] | $500 [4] | |
| 30 minutes | $300 | $300 | |
| 15 minutes | | $200 | |
| 5 minutes | $142.50 | $125 | |
| 1 minute | | $85 | |
| Rates effective | | | |

[1] As of period Apr. 15–30, 1949.
[2] Film projection.
[3] Operates daytime only—12 noon to 6 p. m.
[4] Live studio use.

Estimated number of television sets installed as of July 1, 1949—130,000.

### LOS ANGELES METROPOLITAN DISTRICT

(Includes the central city of Los Angeles and parts of Los Angeles, Orange, and San Bernardino Counties).

Area (square miles), 1,540.8.
Population:
1940, 2,904,596.
1947, 3,916,875.
Jan. 1, 1949, 4,027,800.[1] [2]

Commerce Department Regional Office—Los Angeles, Calif.
Nonwhite civilian population, 1947, 240,375.
Number of families, Jan. 1, 1949, 1,308,700.[1] [2]

| Housing characteristics: | *1940* | *1947* |
|---|---|---|
| Dwelling units | 999,492 | 1,273,500 |
| With electric lighting (percent) | 99.3 | |
| Occupied units | 930,921 | 1,236,000 |
| Owner-occupied units (percent) | 40.5 | 51.1 |

### LOS ANGELES COUNTY ONLY

| Item | Retail sales | Wholesale sales | Manufactures (value of products) | Passenger cars |
|---|---|---|---|---|
| 1939, number of firms or plants | | 6,110 | 5,594 | |
| 1939 ($000) | | | 1,219,433 | |
| 1946, estimated ($000) | 3,576,360 | 4,010,250 | 3,350,502 | |
| Registrations, 1946 | | | | 1,060,727 |

Deposits of individuals, partnerships, and corporations, Dec. 31, 1947.

| *Total deposits* | *Demand* | *Time* |
|---|---|---|
| $4,385,434,000 | $2,589,874,000 | $1,795,560,000 |

Sales Management estimates of retail sales—1948 ($000): Total—5,036,243 [1] [2]

| | | | |
|---|---|---|---|
| Food | 1,279,065 | Drug | 158,892 |
| General merchandise | 536,288 | Furniture, household, radio | 346,858 |

California—Summary of statistics for major industry groups:

| Year | Number of establishments (units) | Average number of production workers | Value added by manufacture (in millions of dollars) | Percent increase |
|---|---|---|---|---|
| 1939 | 11,558 | 272,000 | 1,123 | |
| 1947 | 17,645 | 530,000 | 3,996 | 256 |
| *Los Angeles County* | | | | |
| 1939 | 5,594 | 126,400 | 512.5 | |
| 1947 | 9,459 | 276,600 | 2,024.4 | 300 |

[1] Sales Management Survey of Buying Power, May 10, 1949; further reproduction not licensed.
[2] Los Angeles and Orange Counties only.

Source: U. S. Department of Commerce, Bureau of the Census, Board of Governors of the Federal Reserve System, and Public Roads Administration, except as noted.

CALIFORNIA

SAN DIEGO

| | |
|---|---|
| Name of station | KFMB-TV. |
| Operated by—network | The Jack Gross Broadcasting Co. |
| Channel | 8. |
| Hours of operation—weekly. | Started operation in May 1949. |
| Number of hours sponsored. | |
| Class A rates: | |
| 1 hour. | |
| 30-minutes. | |
| 15 minutes. | |
| 5 minutes. | |
| 1 minute. | |

Estimated number of television sets installed as of July 1, 1949—4,000.

SAN DIEGO METROPOLITAN DISTRICT

(Includes central City of San Diego and parts of San Diego County)

Area (square miles), 520.4.
Population:
1940, 256,368.
Jan. 1, 1949, 553,600.[1 2]

Commerce Department Regional Office, Los Angeles, Calif.
Proportion of population native white, 1940, 87.5 percent.
Number of families, Jan. 1, 1949, 187,200.[1 2]

| Housing characteristics: | *1940* |
|---|---|
| Dwelling units | 86,788 |
| With electric lighting (percent) | 98.8 |
| Occupied units | 79,813 |
| Owner-occupied units (percent) | 43.9 |

SAN DIEGO COUNTY ONLY

| Item | Retail sales | Wholesale sales | Manufactures (value of products) |
|---|---|---|---|
| 1939, number of firms or plants | | 351 | 282 |
| 1939 ($000) | | | 41,821 |
| 1946, estimated ($000) | 528,254 | 336,563 | 455,375 |

Deposits of individuals, partnerships, and corporations, Dec. 31, 1947:

| *Total deposits* | *Demand* | *Time* |
|---|---|---|
| $354,359,000 | $190,304,000 | $164,055,000 |

Sales Management estimates of retail sales—1948 ($000): Total—515.657.

| | | | |
|---|---|---|---|
| Food | 105,239 | Drug | 14,880 |
| General merchandise | 62,081 | Furniture, household, radio | 30,257 |

California—Summary of statistics for major industry groups.

(See Los Angeles or see below.)

| Year | Number of establishments (units) | Average number of production workers | Value added by manufacture (in millions of dollars) | Percent increase |
|---|---|---|---|---|
| 1939 | 11,558 | 272,000 | 1,123 | |
| 1947 | 17,645 | 530,000 | 3,996 | 256 |
| *San Diego County* | | | | |
| 1939 | 282 | 6,000 | 21.9 | |
| 1947 | 420 | 15,300 | 101.6 | 364 |

[1] Sales Management Survey of Buying Power, May 10, 1949; further reproduction not licensed.
[2] San Diego County only.

Source: U. S. Department of Commerce Bureau of the Census, and Board of Governors of the Federal Reserve Board, except as noted.

CALIFORNIA

SAN FRANCISCO-OAKLAND

| Name of station | KGO-TV | KPIX | KRON-TV |
|---|---|---|---|
| Operated by—network | American Broadcasting Co. | Associated Broadcasters, Inc. | The Chronicle Publishing Co. |
| Channel | 7. | 5. | 4. |
| Hours of operation—weekly. | Started operation in May, 1949. | 22. | Under construction. |
| Number of hours sponsored. | | | |
| Class A rates: | | | |
| 1 hour | | $250 | |
| 30 minutes | | $150 | |
| 15 minutes | | $100 | |
| 5 minutes | | $62.50 | |
| 1 minute | | $37.50 | |
| Rates effective | | Jan. 1, 1949 | Station will start operations Aug. 1949. |

Estimated number of television sets installed as of July 1, 1949—8,000.

SAN FRANCISCO-OAKLAND DISTRICT

(Includes the central cities of San Francisco and Oakland and parts of Contra Costa, Marin, San Francisco, Santa Clara and Solano Counties)

Area (square miles) 1,002.9.
Population:
1940, 1,428,525.
1947, 1,989,891.
Jan. 1, 1949, 2,186,000.[1 2]

Commerce Department Regional Office, San Francisco.
Nonwhite civilian population, 1947, 102,465.
Number of families, Jan. 1, 1949, 717,400.[1 2]

| Housing characteristics: | *1940* | *1947* |
|---|---|---|
| Dwelling units | 485,087 | 661,158 |
| With electric lighting (percent) | 99.5 | |
| Occupied units | 454,519 | 646,875 |
| Owner-occupied units (percent) | 41.4 | 47.3 |

SAN FRANCISCO COUNTY ONLY

| Item | Retail sales | Wholesale sales | Manufactures (value of products) | Passenger cars |
|---|---|---|---|---|
| 1939, number of firms or plants | | 3,359 | 2,172 | |
| 1929 ($000) | | | 313,252 | |
| 1946, estimated ($000) | 1,000,250 | 3,835,984 | 1,000,325 | |
| Registeration, 1946 | | | | 189,397 |

Deposits of individuals, partnerships, and corporations, Dec. 31, 1947.

| *Total deposits* | *Demand* | *Time* |
|---|---|---|
| $2,543,091,000 | $1,321,962,000 | $1,221,128,000 |

Sales Management estimates of retail sales—1948 ($000): Total—2,722,530.[1 2]

| | | | |
|---|---|---|---|
| Food | 745,408 | Drug | 67,941 |
| General merchandise | 322,343 | Furniture, household, radio | 179,662 |

California—Summary of statistics for major industry groups:

| Year | Number of establishments (units) | Average number of production workers | Value added by manufacture (in millions of dollars) | Percent increase |
|---|---|---|---|---|
| 1939 | 11,558 | 272,000 | 1,123 | |
| 1947 | 17,645 | 530,000 | 3,996 | 256 |
| *San Francisco County* | | | | |
| 1939 | 2,172 | 31,800 | 138.5 | |
| 1947 | 1,988 | 47,800 | 410.1 | 200 |

[1] Sales Management Survey of Buying Power, May 10, 1949; further reproduction not licensed.
[2] Includes San Francisco-Oakland (Alameda, Contra Costa, Marin, San Francisco, San Mateo, and Solano Counties).

Source: U. S. Department of Commerce, Bureau of the Census, Board of Governors of the Federal Reserve System and Public Roads Administration, except as noted.

## CONNECTICUT

### NEW HAVEN

| | |
|---|---|
| Name of station | WNHC-TV. |
| Operated by—network | Elm City Broadcasting Corp. |
| Channel | 6. |
| Hours of operation—weekly | |
| Number of hours sponsored | |
| Class A rates: | |
| 1 hour | $250. |
| 30 minutes | $150. |
| 15 minutes | $100. |
| 5 minutes | $50. |
| 1 minute | $30. |
| Rates effective | Jan. 15, 1949. |

Estimated number of television sets installed as of July 1, 1949—33,000.

### NEW HAVEN METROPOLITAN DISTRICT

(Includes the central city of New Haven and parts of New Haven County)

Area (square miles), 242.3.
Population:
1940, 308,228.
1947, 352,036.
Jan. 1, 1949, 559,300.[1 2]

Commerce Department District Office, Hartford, Conn.
Nonwhite civilian population, 1947, 11,873.
Number of families, Jan. 1, 1949, 157,000.[1 2]

| Housing characteristics: | *1930* | *1947* |
|---|---|---|
| Dwelling units | 88,623 | 102,331 |
| With electric lighting—percent | 98.4 | |
| Occupied units | 81,768 | 97,340 |
| Owner-occupied units—percent | 37.4 | 49.1 |

### NEW HAVEN-WATERBURY (ALL OF NEW HAVEN COUNTY)

| Item | Retail sales | Wholesale sales | Manufactures (value of products) | Passenger cars |
|---|---|---|---|---|
| 1939, number of firms or plants | | 553 | 885 | |
| 1939 ($000) | | | 374,450 | |
| 1946, estimated ($000) | 450,623 | 470,472 | 718,342 | |
| Registration, 1948 | | | | 121,546 |

Deposits of individuals, partnerships, and corporations, Dec. 31, 1947.

| *Total deposits* | *Demand* | *Time* |
|---|---|---|
| $653,587,000 | $225,682,000 | $427,905,000 |

Sales Management estimates of retail sales—1948 ($000): Total—538,284.[1 2]

| | | | |
|---|---|---|---|
| Food | 144,983 | Drug | 15,830 |
| General merchandise | 45,179 | Furniture, household, radio | 35,490 |

Connecticut—Summary of statistics for major industry groups:

| Year | Number of establishments (units) | Average number of production workers | Value added by manufacture (in millions of dollars) | Percent increase |
|---|---|---|---|---|
| 1939 | 2,809 | 233 | 690 | |
| 1947 | 3,938 | 399 | 1,893 | 176 |
| *New Haven County* | | | | |
| 1939 | 885 | 68.8 | 205.8 | |
| 1947 | 1,143 | 92.9 | 532.2 | 159 |

[1] Sales Management Survey of Buying Power, May 10, 1949; further reproduction not licensed.
[2] Includes all of New Haven County.

Source: U. S. Department of Commerce, Bureau of the Census, Board of Governors of the Federal Reserve System, and Public Roads Administration, except as noted.

## DELAWARE

### WILMINGTON

| | |
|---|---|
| Name of station | WDEL-TV. |
| Operated by—network | WDEL Inc. |
| Channel | 7. |
| Hours of operation—weekly | Started operations June 1949. |
| Number of hours sponsored | |
| Class A rates: | |
| 1 hour. | |
| 30 minutes. | |
| 15 minutes. | |
| 5 minutes. | |
| 1 minute. | |

Estimated number of television sets installed as of July 1, 1949.—2,000

### WILMINGTON METROPOLITAN DISTRICT

(Includes the central city of Wilmington and parts of New Castle (Del.), Salem (N. J.), Chester and Delaware (Pa.) Counties

Area (square miles) 248.3.
Population:
1940, 188,974.
Jan. 1, 1949, 252,500.[1 2]

Commerce Department Regional Office, Philiadelphia.
Proportion of population native white, 1940, 81.7 percent.
Number of families, Jan. 1, 1949, 71,800.[1 2]

| Housing characteristics: | *1940* |
|---|---|
| Dwelling units | 50,349 |
| With electric lighting (percent) | 95.3 |
| Occupied units | 48,583 |
| Owner-occupied units (percent) | 43.7 |

### WILMINGTON (INCLUDES NEW CASTLE COUNTY ONLY)

Deposits of individuals, partnerships, and corporations, Dec. 31, 1947.

| *Total deposits* | *Demand* | *Time* |
|---|---|---|
| $382,680,000 | $269,359,000 | $113,321,000 |

Sales Management estimates of retail sales—1948 ($000): Total—233,236[1 2]

| | | | |
|---|---|---|---|
| Food | 61,914 | Drug | 5,370 |
| General merchandise | 18,341 | Furniture, household, radio | 14,017 |

Delaware—Summary of statistics for major industry groups:

| Year | Number of establishments (units) | Average number of production workers | Value added by manufacture (in millions of dollars) | Percent increase |
|---|---|---|---|---|
| 1939 | 416 | 20,000 | 54 | 237 |
| 1947 | 482 | 29,000 | 182 | 231 |
| *New Castle County* | | | | |
| 1939 | 241 | 15,600 | 47.7 | |
| 1947 | 249 | 19,800 | 120.8 | 161 |

[1] Sales management Survey of Buying Power, May 10, 1949; further reproduction not licensed.
[2] Includes New Castle (Del.), Salem (N. J.) Counties.

Source: U. S. Department of Commerce, Bureau of the Census and Board of Governors of the Federal Reserve System, except as noted.

## DISTRICT OF COLUMBIA

WASHINGTON, D. C.

| Name of station | WNBW | WTTG | WMAL–TV | WOIC |
|---|---|---|---|---|
| Operated by—Network. | National Broadcasting Co. | DuMont Television Network. | Evening Star Broadcasting Co.-American Broadcasting Co. | Columbia Broadcasting System, Inc. and Mutual Broadcasting System. |
| Channel | 4. | 5. | 7. | 9. |
| Hours of operation—weekly. | 47 [1] | 34 [1] | | 161.[2] |
| Number of hours sponsored. | 21 [1] | 13 [1] | | 60.[2] |
| Class A rates—film: | | | | |
| 1 hour | $300. | $300. | $300. | $300. |
| 30 minutes | $195. | $180. | $180. | $180. |
| 15 minutes | $130. | | | $120. |
| 5 minutes | $75. | | $60. | |
| 1 minute | | $60. | | $50. |
| Rates effective | April 1, 1949. | Oct. 1, 1948. | | |

[1] As of Apr. 15, 1949.
[2] For period May 1–31, 1949.

Estimated number of television sets installed as of July 1, 1949—51,000.

WASHINGTON METROPOLITAN DISTRICT

(Includes the central cities of Washington and Alexandria and parts of Arlington, Fairfax (Va.), Montgomery and Prince Georges (Md.) Counties.)

Area (square miles), 520.
Population:
1940, 907,816.
1947, 1,205,220.
Jan. 1, 1949, 1,386,200.[1 2]

Commerce Department, Washington, D. C.
Nonwhite civilian population, 1947, 285,988.
Number of families, Jan. 1, 1949, 384,200.[1 2]

| Housing characteristics: | *1940* | *1947* |
|---|---|---|
| Dwelling units | 252,777 | 350,966 |
| With electric lighting (percent) | 95.6 | |
| Occupied units | 237,609 | 343,440 |
| Owner-occupied units (percent) | 37.7 | 38.5 |

DISTRICT OF COLUMBIA

| Item | Retail sales | Wholesale sales | Manufactures (value of products) |
|---|---|---|---|
| 1939, number of firms or plant | | 757 | 497 |
| 1929 ($000) | | | 79,875 |
| 1946, estimated ($000) | 967,162 | 1,002,005 | 163,507 |

Deposits of individuals, partnerships, and corporations, Dec. 31, 1947.

| *Total deposits* | *Demand* | *Time* |
|---|---|---|
| $944,053,000 | $722,072,000 | $221,981,000 |

Sales management estimates of retail sales—1948 ($000): Total—1,261,075.[1 2]

| | | | |
|---|---|---|---|
| Food | 306,420 | Drug | 52,819 |
| General merchandise | 176,911 | Furniture, household, radio | 54,559 |

District of Columbia—Summary of statistics for major industry groups:

| Year | Number of establishments (units) | Average number of production workers | Value added by manufacture (in millions of dollars) | Percent increase |
|---|---|---|---|---|
| 1939 | 452 | 8,000 | 43 | 130 |
| 1947 | 430 | 10,000 | 99 | |

[1] Sales Management Survey of Buying Power, May 10, 1949; further reproduction not licensed.
[2] Includes Washington and Alexandria and Montgomery, Prince Georges, Arlington and Fairfax Counties.

Source: U. S. Department of Commerce, Bureau of the Census, and Board of Governors of the Federal Reserve System, except as noted.

## FLORIDA

MIAMI

| | |
|---|---|
| Name of station | WTVJ. |
| Operated by—network | DuMont Television Network, Columbia Broadcasting System, National and American Broadcasting Cos. |
| Channel | 4. |
| Hours of operation—weekly [1] | 22. |
| Number of hours sponsored [1] | 11 hours and 40 minutes. |
| Class A rates—film: | |
| 1 hour | $200. |
| 30 minutes | $120. |
| 15 minutes | |
| 5 minutes | |
| 1 minute | $30. |

[1] As of Apr. 15, 1949.

Estimated number of television sets installed as of July 1, 1949—6,400.

MIAMI METROPOLITAN DISTRICT

(Includes the central city of Miami and parts of Dade County)

Area (square miles), 164.
Population:
1940, 250,537.
Jan. 1, 1949, 410,000.[1 2]

Commerce Department District Office, Miami, Fla.
Proportion of population native white, 1940, 73.3 percent.
Number of families, Jan. 1, 1949, 129,700.[1 2]

| Housing characteristics: | *1940* |
|---|---|
| Dwelling units | 85,136 |
| With electric lighting (percent) | 92.1 |
| Occupied units | 70,994 |
| Owner-occupied units (percent) | 41.1 |

MIAMI (INCLUDING ALL OF DADE COUNTY)

| Item | Retail sales | Wholesale sales | Manufactures of (value of products) |
|---|---|---|---|
| 1939, number of firms or plants | | 447 | 321 |
| 1939 ($000) | | | 22,995 |
| 1946, estimated ($000) | 340,177 | 235,120 | 150,240 |

Deposits of individuals, partnerships, and corporations, Dec. 31, 1947.

| *Total deposits* | *Demand* | *Time* |
|---|---|---|
| $343,147,000 | $288,525,000 | $54,622,000 |

Sales Management estimates of retail sales—1948 ($000): Total—517,808.[1 2]

| | | | |
|---|---|---|---|
| Food | 96,867 | Drug | 23,570 |
| General merchandise | 62,200 | Furniture, household, radio | 32,244 |

Florida—Summary of statistics for major industry groups:

| Year | Number of establishments (units) | Average number of production workers | Value added by manufacture (in millions of dollars) | Percent increase |
|---|---|---|---|---|
| 1939 | 1,976 | 51,000 | 116 | |
| 1947 | 2,807 | 67,000 | 352 | 204 |

[1] Sales Management Survey of Buying Power, May 10, 1949; further reproduction not licensed.
[2] Includes all of Dade County.

Source: U. S. Department of Commerce, Bureau of the Census, and Board of Governors of the Federal Reserve System, except as noted.

# REDUCTION RATIO 14:1

2.5 mm

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

2.0 mm

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

1.5 mm

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

# PM-MGP
# METRIC GENERAL PURPOSE TARGET
# PHOTOGRAPHIC

200 mm

150 mm

100 mm

A3

A4

A5

1.0 mm

1.5 mm

2.0 mm

2.5 mm

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

## PRECISION℠ RESOLUTION TARGETS

A&P International
2715 Upper Afton Road, St. Paul, MN 55119-4760
612/738-9329 FAX 612/738-1496

4.5 mm

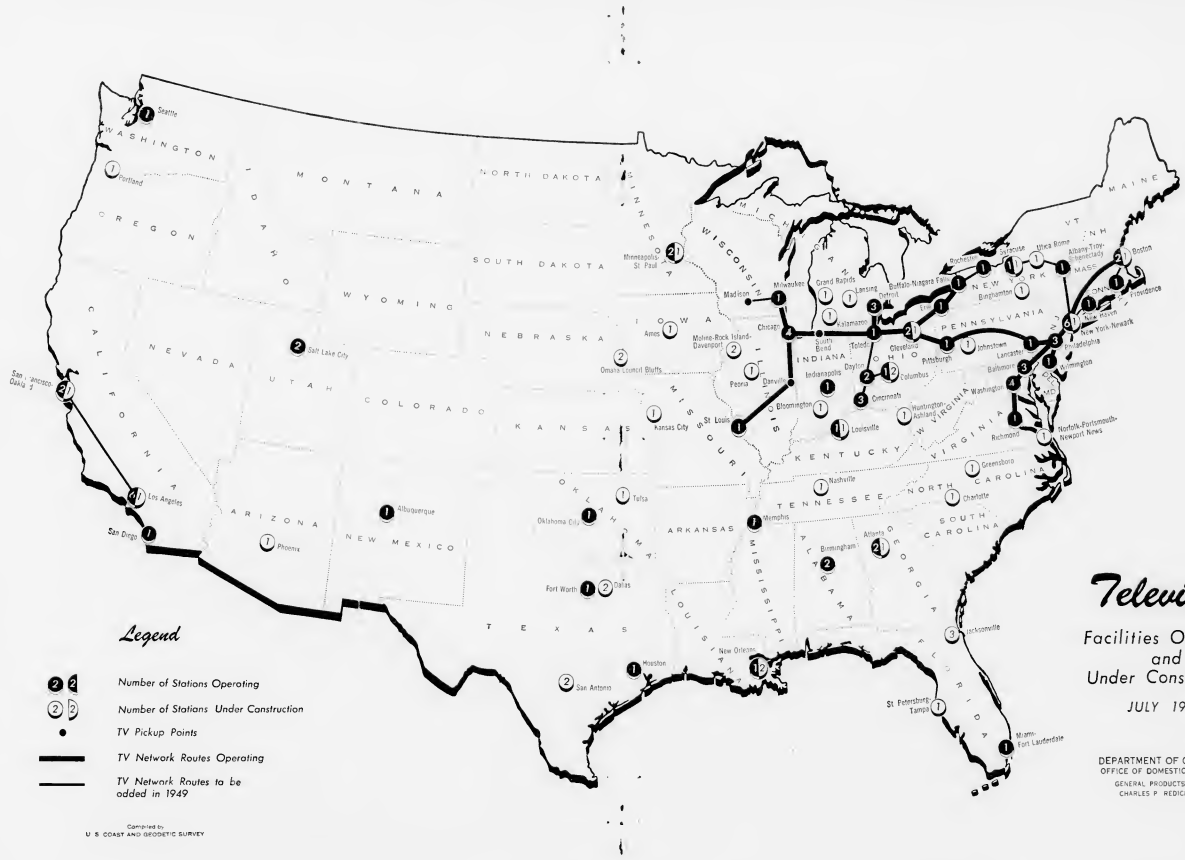
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

3.5 mm

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

3.0 mm

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890




# Television

## Facilities Operating and Under Construction

JULY 1949

DEPARTMENT OF COMMERCE
OFFICE OF DOMESTIC COMMERCE
GENERAL PRODUCTS DIVISION
CHARLES P. REDICK, CHIEF

# REDUCTION RATIO 9:1

100 mm
A5
1.0
1.1
1.25
1.4
1.6
1.8
2.0
2.2
2.5
2.8
3.2
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4.0
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5.0
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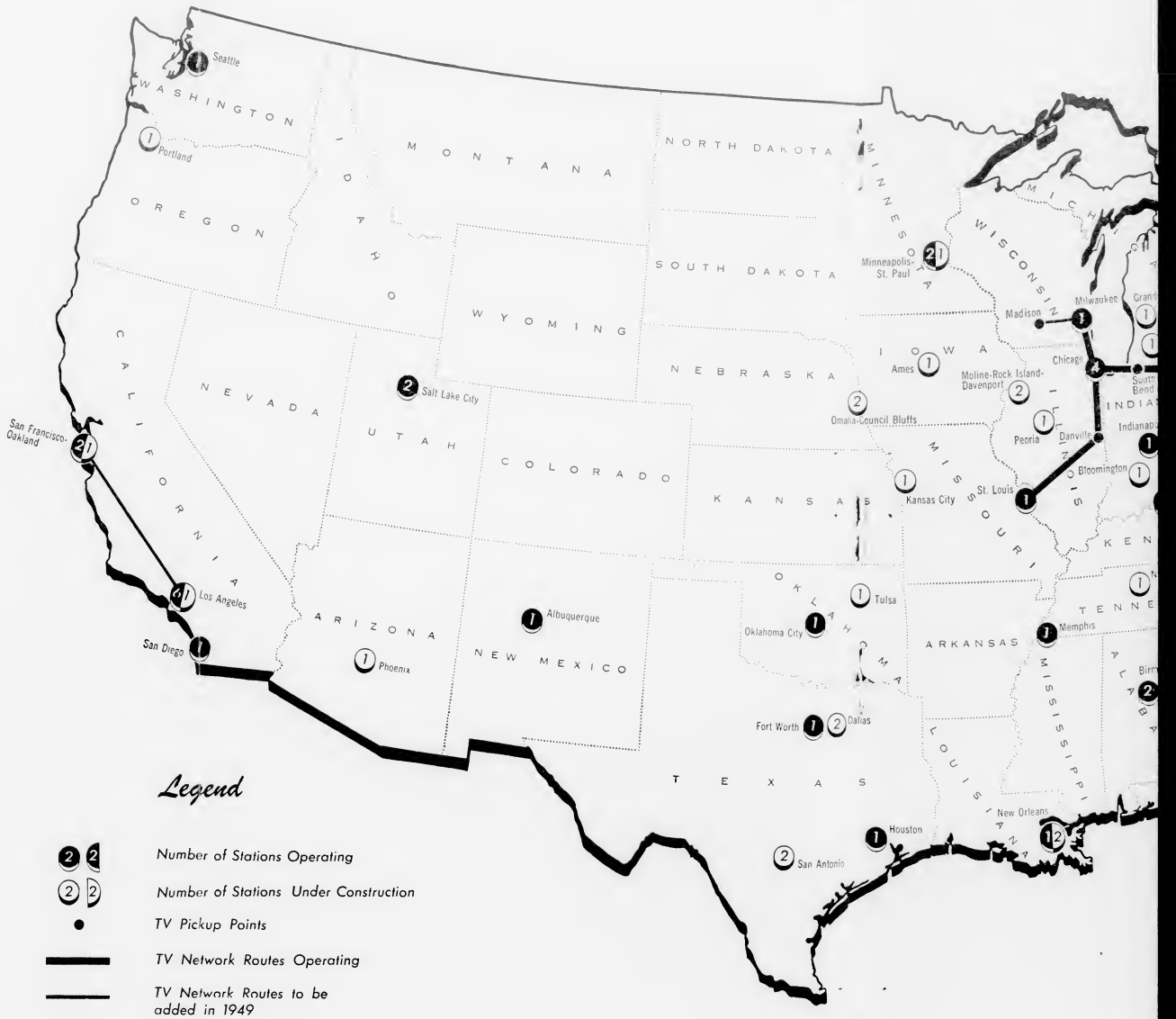
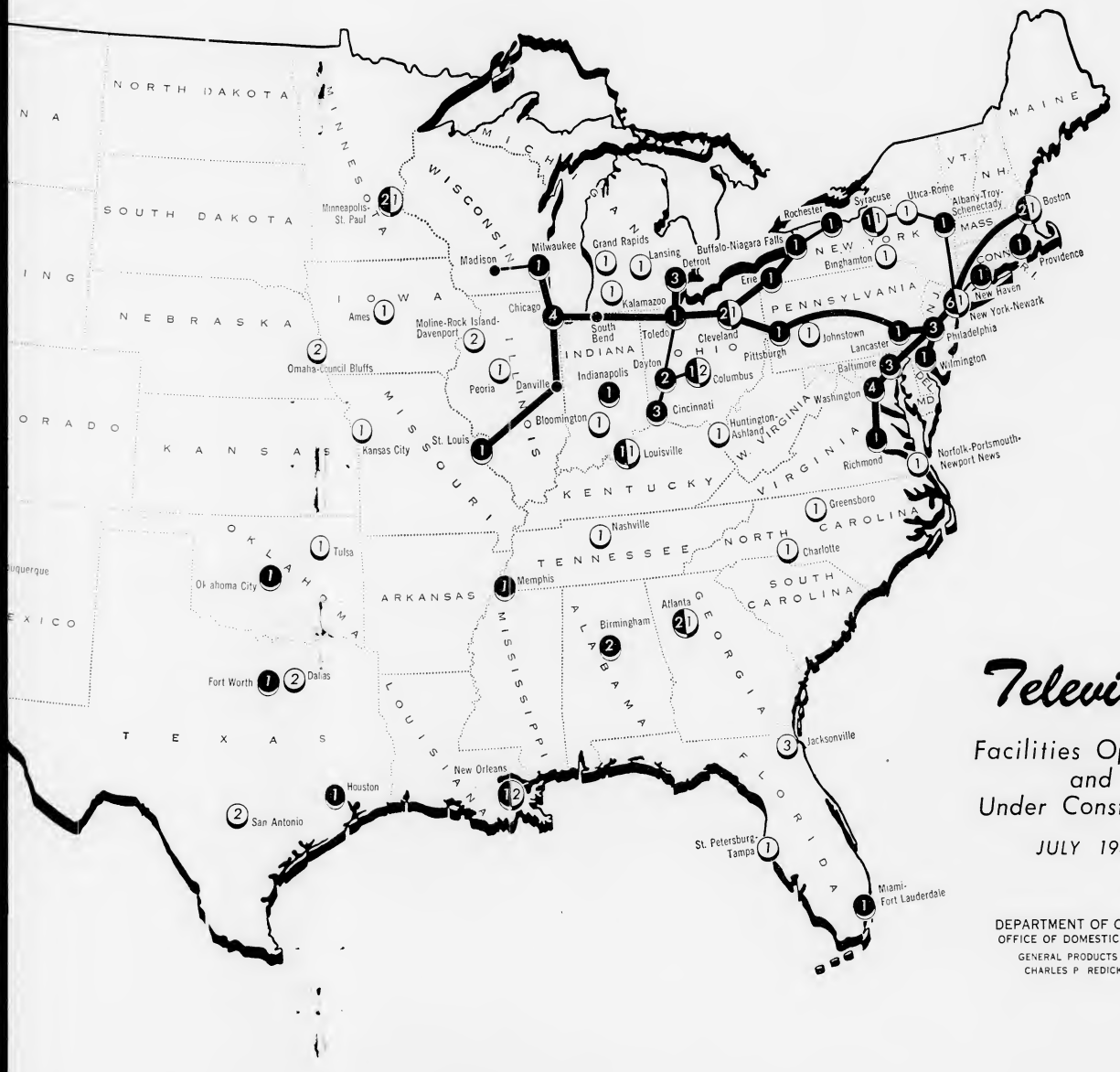
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890




Compiled by
U. S. COAST AND GEODETIC SURVEY




# Television

## Facilities Operating and Under Construction

JULY 1949

DEPARTMENT OF COMMERCE
OFFICE OF DOMESTIC COMMERCE
GENERAL PRODUCTS DIVISION,
CHARLES P. REDICK, CHIEF

## GEORGIA

ATLANTA

| Name of station | WAGA-TV | WSB-TV | WCON-TV |
|---|---|---|---|
| Operated by—network | Liberty Broadcasting Co. | The Atlanta Journal Co. | Constitution Pub. Co. |
| Channel | 5 | 8 | 2. |
| Hours of operation—weekly [1] | 18 | No information | (Will begin operations approximately January 1950.) Under construction. |
| Number of hours sponsored [1] | 4 | | |
| Class A rates: | | | |
| 1 hour | $200 | | |
| 30 minutes | 120 | | |
| 15 minutes | 80 | | |
| 5 minutes | 50 | | |
| 1 minute | 30 | | |

[1] As of Apr. 15, 1949.

Estimated number of television sets installed as of July 1, 1949—9,500.

ATLANTA METROPOLITAN DISTRICT

(Includes the central city of Atlanta and parts of Clayton, Cobb, DeKalb, and Fulton Counties)

Area (square miles) 257.5.
Population:
1940, 442,294.
1947, 498,109.
Jan. 1, 1949, 573,200.[1] [2]

Commerce Department Regional Office, Atlanta, Ga.
Nonwhite civilian population, 1947, 142,885.
Number of families, Jan. 1, 1949, 168,100.[1] [2]

| Housing characteristics: | *1940* | *1947* |
|---|---|---|
| Dwelling units | 121,441 | 138,867 |
| With electric lighting (percent) | 81.4 | |
| Occupied units | 117,384 | 136,899 |
| Owner-occupied units (percent) | 32.6 | 48.0 |

ATLANTA (INCLUDING DEKALB AND FULTON COUNTIES)

| Item | Retail sales | Wholesale sales | Manufactures (value of products) |
|---|---|---|---|
| 1939, number of firms or plants | | 1,039 | 620 |
| 1939 ($000) | | | 193,830 |
| 1946, estimated ($000) | 456,712 | 1,227,150 | 455,072 |

Deposits of individuals, partnerships, and corporations, Dec. 31, 1947.

| *Total deposits* | *Demand* | *Time* |
|---|---|---|
| $534,924,000 | $410,983,000 | $123,941,000 |

Sales management estimates of retail sales—1948 ($000): Total—693,795.[1] [2]

| | | | |
|---|---|---|---|
| Food | 120,245 | Drug | 22,478 |
| General merchandise | 191,787 | Furniture, household, radio | 42,441 |

Georgia—Summary of statistics for major industry groups:

| Year | Number of establishments (units) | Average number of production workers | Value added by manufacture (in millions of dollars) | Percent increase |
|---|---|---|---|---|
| 1939 | 3,054 | 156 | 280 | |
| 1947 | 4,752 | 225 | 1,011 | 261 |
| *Fulton County* | | | | |
| 1939 | 590 | 24.7 | 77.2 | 178 |
| 1947 | 713 | 34.8 | 215.0 | |

[1] Sales Management Survey of Buying Power, May 10, 1949; further reproduction not licensed.
[2] Includes DeKalb and Fulton Counties only.

Source: U. S. Department of Commerce, Bureau of the Census, and Board of Governors of the Federal Reserve System, except as noted.

## INDIANA

INDIANAPOLIS

| | |
|---|---|
| Name of station | WFBM-TV |
| Operated by—network | DuMont Television Network, Columbia Broadcasting System, and American Broadcasting Co. |
| Channel | 6. |
| Hours of operation—weekly [1] | 20. |
| Number of hours sponsored [1] | 5½. |
| Class A rates—live: | |
| 1 hour | $250. |
| 30 minutes | $150. |
| 15 minutes. | |
| 5 minutes. | |
| 1 minute | $40. |
| Rates effective | May 30, 1949. |

[1] As of May 30, 1949. Started Operations May 1949.

Estimated number of television sets installed as of July 1, 1949—5,000.

INDIANAPOLIS METROPOLITAN DISTRICT

(Includes the central city of Indianapolis and parts of Marion County)

Area (square miles), 315.8.
Population:
1940, 455,357.
Jan. 1, 1949, 547,300.[1] [2]

Commerce Department Regional Office, Chicago, Ill.
Proportion of population native white, 1940, 86 percent.
Number of families Jan. 1, 1949, 170,200.[1] [2]

| Housing characteristics: | *1940* |
|---|---|
| Dwelling units | 135,179 |
| With electric lighting (percent) | 97.5 |
| Occupied units | 130,068 |
| Owner-occupied units (percent) | 40.8 |

INDIANAPOLIS (INCLUDING ALL OF MARION COUNTY)

| Item | Retail sales | Wholesale sales | Manufactures (value of products) | Passenger cars |
|---|---|---|---|---|
| 1939, number of firms or plants | | 872 | 818 | |
| 1939 ($000) | | | 294,511 | |
| 1946, estimated ($000) | 495,367 | 957,682 | 679,601 | |
| Registration, 1947 | | | | 127,311 |

Deposits of individuals, partnerships, and corporation, Dec. 31, 1947.

| *Total deposits* | *Demand* | *Time* |
|---|---|---|
| $561,325,000 | $412,166,000 | $149,159,000 |

Sales Management estimates of retail sales—1948 ($000): Total—655,978.[1] [2]

| | | | |
|---|---|---|---|
| Food | 139,961 | Drug | 32,160 |
| General merchandise | 129,688 | Furniture, household, radio | 38,504 |

Indiana—Summary of statistics for major industry groups:

| Year | Number of establishments (units) | Average number of production workers | Value added by manufacture (in millions of dollars) | Percent increase |
|---|---|---|---|---|
| 1939 | 4,192 | 275,000 | 965 | |
| 1947 | 5,407 | 457,000 | 2,979 | 208 |
| *Marion County* | | | | |
| 1939 | 818 | 38,800 | 139.2 | |
| 1947 | 944 | 72,900 | 486.2 | 250 |

[1] Sales Management Survey of Buying Power, May 10, 1949: Further reproduction not licensed.
[2] Includes all of Marion County.

Source: U. S. Department of Commerce, Bureau of the Census, Board of Governors of the Federal Reserve System, and Public Roads Administration, except as noted.

## ILLINOIS

### CHICAGO

| Name of station | WGN-TV | WBKB | WNBQ | WENR-TV |
|---|---|---|---|---|
| Operated by—network | Dumont Television Network and Columbia Broadcasting System. | Balaban & Katz. Corp. | National Broadcasting Co. | American Broadcasting Co., Inc. |
| Channel | 9 | 4 | 5 | 7. |
| Hours of operation—weekly.[1] | 55 | No information. | | |
| No. of hours sponsored.[1] | 68 percent | | | |
| Class A rates—live: | | | | |
| 1 hour | $550 | | $500 | $600. |
| 30 minutes | $330 | | $300 | $360. |
| 15 minutes | | | $200 | $240. |
| 5 minutes | | | $125 | $160. |
| 1 minute | $70 | | $100 | $60. |
| Rates effective | | | | Sept. 17, 1948. |

[1] As of Apr. 15, 1949.

Estimated number of television sets installed as of July 1, 1949—145,000.

#### CHICAGO METROPOLITAN DISTRICT

(Includes the central city of Chicago and parts of Cook, DuPage, Lake, Will and Lake (Ind.) Counties)

Area (square miles), 1,184.2
Population:
1940, 4, 499, 126.
1947, 4, 644, 640.
Jan. 1, 1949, 5, 146, 700.[1 2]

Commerce Department Regional Office, Chicago, Ill.
Nonwhite civilian population 1947, 447,370.
Number of families, Jan. 1, 1949, 1,507,500.[1 2]

Housing characteristics:

| | 1940 | 1947 |
|---|---|---|
| Dwelling units | 1, 284, 345 | 1, 344, 420 |
| With electric lighting (percent) | 99. 1 | |
| Occupied units | 1, 277, 297 | 1, 334, 025 |
| Owner-occupied units (percent) | 30. 2 | 38. 4 |

#### CHICAGO (COOK COUNTY ONLY)

| Item | Retail sales | Wholesale sales | Manufactures (value of products) |
|---|---|---|---|
| 1939, number of firms or plants | | 8, 197 | 9, 126 |
| 1939 ($000) | | | 3, 286, 085 |
| 1946, estimated ($000) | 3, 925, 336 | 10, 150, 307 | 7, 501, 418 |

Deposits of individuals, partnerships, and corporations, Dec. 31, 1947.

| *Total deposits* | *Demand* | *Time* |
|---|---|---|
| $6, 767, 717, 000 | $4, 900, 610, 000 | $1, 867, 107, 000 |

Sales management estimates of retail sales—1948 ($000): Total—5,594,130.[1 2]

| | | | |
|---|---|---|---|
| Food | 1, 142, 537 | Drug | 173, 859 |
| General merchandise | 1, 067, 769 | Furniture, household, radio | 277, 855 |

Illinois—Summary of statistics for major industry groups.

| Year | Number of establishments (units) | Average number of production workers | Value added by manufacture (in millions of dollars) | Percent increase |
|---|---|---|---|---|
| 1939 | 11, 983 | 591 | 2, 187 | 205 |
| 1947 | 15, 982 | 953 | 6, 674 | |
| *Cook County* | | | | |
| 1939 | 9, 126 | 393. 8 | 1, 515. 8 | |
| 1947 | 11, 228 | 623. 4 | 4, 544. 3 | 200 |

[1] Sales Management Survey of Buying Power, May 10, 1949; further reproduction not licensed.
[2] Includes Cook, DuPage, and Lake Counties, Illinois, and Lake County, Ind.

Source: U. S. Department of Commerce, Bureau of the Census, and Board of Governors of the Federal Reserve System, except as noted.

## KENTUCKY

### LOUISVILLE

| Name of station | WAVE-TV | WHAS-TV |
|---|---|---|
| Operated by—network | National Broadcasting Co | WHAS, Inc. |
| Channel | 5 | 9. |
| Hours of operation—weekly [1] | 23 | Under construction. |
| Number of hours sponsored [1] | 15 | |
| Class A rates—live: | | |
| 1 hour | $290 | |
| 30 minutes | $174 | |
| 15 minutes | | |
| 5 minutes | | |
| 1 minute | $37.50 | |

[1] As of Apr. 15, 1949.

Estimated number of television sets installed as of July 1, 1949—8,500.

#### LOUISVILLE METROPOLITAN DISTRICT

(Includes the central city of Louisville and parts of Jefferson (Ky.), Clark and Floyd (Ind.) Counties.)

Area (square miles), 454.4.
Population:
1940, 434,408.
Jan. 1, 1949, 566,900.[1 2]

Commerce Dept. District Office, Louisville, Ky.
Proportion of population native white, 1940, 85.8 percent.
Number of families, Jan. 1949, 169,100.[1 2].

Housing characteristics:

| | *1940* |
|---|---|
| Dwelling units | 126, 043 |
| With electric lighting (percent) | 93. 1 |
| Occupied units | 120, 293 |
| Owner-occupied units (percent) | 41. 1 |

#### LOUISVILLE (JEFFERSON COUNTY ONLY)

| Item | Retail sales | Wholesale sales | Manufactures (value of products) | Passenger cars |
|---|---|---|---|---|
| 1939, number of firms or plants | | 620 | 584 | |
| 1939 ($000) | | | 304, 527 | |
| 1946, estimated ($000) | 339, 036 | 541, 833 | 729, 233 | |
| Registration, 1948 | | | | 92, 132 |

Deposits of individuals, partnerships, and corporations, Dec. 31, 1947.

| *Total deposits* | *Demand* | *Time* |
|---|---|---|
| $365,908,000 | $298,286,000 | $67,622,000 |

Sales Management estimates of retail sales—1948 ($000): Total—545,158.[1 2]

| | | | |
|---|---|---|---|
| Food | 125, 684 | Drug | 20, 117 |
| General merchandise | 71, 179 | Furniture, household, radio | 31, 787 |

Kentucky—Summary of statistics for major industry groups:

| Year | Number of establishments (units) | Average number of production workers | Value added by manufacture (in millions of dollars) | Percent increase |
|---|---|---|---|---|
| 1939 | 1, 582 | 62, 000 | 186 | |
| 1947 | 2, 244 | 111, 000 | 745 | 300 |
| *Jefferson County* | | | | |
| 1939 | 584 | 31, 100 | 111. 9 | |
| 1947 | 640 | 54, 600 | 420. 4 | 275 |

[1] Sales Management Survey of Buying Power, May 10, 1949; further reproduction not licensed.
[2] Includes Jefferson County, Kentucky, and Clark and Floyd Counties, Ind.

Source: U. S. Department of Commerce, Bureau of the Census, Board of Governors of the Federal Reserve System, and Public Roads Administration, except as noted.

## LOUISIANA

### NEW ORLEANS

| Name of station | WDSU-TV | WRTV | WTPS-TV |
|---|---|---|---|
| Operated by—network | WDSU Broadcasting Services, Inc. | Maison Blanche Co. | Times-Picayune Publishing Co. |
| Channel | 6 | 4 | 7. |
| Hours of operation—weekly. | 30 | Under construction. | Under construction. |
| Number of hours sponsored. | | Will begin operation in 1949. | |
| Class A rates—Live: | | | |
| 1 hour | $200 | | |
| 30 minutes | $120 | | |
| 15 minutes | | | |
| 5 minutes | | | |
| 1 minute | $30 | | |

Estimated number of television sets installed as of July 1, 1949—6,000.

### NEW ORLEANS METROPOLITAN DISTRICT

(Includes the central city of New Orleans and parts of Jefferson, Orleans, and St. Bernard Parishes)

Area (square miles) 333.8.
Population:
1940, 540,030.
1947, 601,608.
Jan. 1, 1949, 650,400.[1]

Commerce Department, District Office, New Orleans, La.
Nonwhite civilian population, 1947, 166,824.
Number of families, Jan. 1, 1949, 187,900.[1 2]

| Housing characteristics: | *1940* | *1947* |
|---|---|---|
| Dwelling units | 149,006 | 170,968 |
| With electric lighting (percent) | 85.1 | ------ |
| Occupied units | 144,566 | 167,440 |
| Owner occupied units (percent) | 25.6 | 32.5 |

(ORLEANS PARISH ONLY)

| Item | Retail sales | Wholesale sales | Manufactures (value of products) |
|---|---|---|---|
| 1939, number of firms or plants | ------ | 1,022 | 644 |
| 1939 ($000) | ------ | ------ | 126,551 |
| 1946, estimated ($000) | 456,327 | 1,333,805 | 281,505 |

Deposits of individuals, partnerships and corporations, Dec. 31, 1947.

| *Total deposits* | *Demand* | *Time* |
|---|---|---|
| $482,074,000 | $363,650,000 | $118,424,000 |

Sales management estimates of retail sales—1948 ($000): Total—617,595.[1 2]

| | | | |
|---|---|---|---|
| Food | 124,641 | Drug | 25,717 |
| General merchandise | 9,877 | Furniture, household, radio | 47,679 |

Louisiana—Summary of statistics for major industry groups:

| Year | Number of establishments | Average number of production workers | Value added by manufacture (in millions of dollars) | Percent increase |
|---|---|---|---|---|
| 1939 | 1,779 | 70,000 | 199 | ------ |
| 1947 | 2,387 | 111,000 | 692 | 202 |
| *Orleans County* | | | | |
| 1939 | 644 | 19,700 | 60.3 | ------ |
| 1947 | 641 | 28,800 | 161.8 | 168 |

[1] Sales Management Survey of Buying Power, May 10, 1949; further reproduction not licensed.
[2] Includes Jefferson, Orleans, and St. Bernard Parishes.

Source: U. S. Department of Commerce, Bureau of the Census, and Board of Governors, of the Federal Reserve System, except as noted.

## MARYLAND

### BALTIMORE

| Name of station | WMAR-TV | WBAL-TV | WAAM |
|---|---|---|---|
| Operated by—network | Columbia Broadcasting Co. | National Broadcasting Co. and Hearst Radio, Inc. | Radio-Television of Baltimore, Inc. |
| Channel | 2 | 11 | 13. |
| Hours of operation—weekly. | 48[1] | 60[2] | No information. |
| Number of hours sponsored. | 50 percent | 30 percent | |
| Class A rates—live: | | | |
| 1 hour | $400 | $400 | |
| 30 minutes | $240 | $240 | |
| 15 minutes | $160 | $160 | |
| 5 minutes | $80 | $80 | |
| 1 minute | | $65 | |
| Rates effective | Mar. 1, 1949 | Apr. 1, 1949 | |

[1] As of Apr. 9, 1949.
[2] As of Apr. 15, 1949.

Estimated number of television sets installed as of July 1, 1949—63,000.

### BALTIMORE METROPOLITAN DISTRICT

(Includes the central city of Baltimore and parts of Anne Arundel, Baltimore, Carroll, and Howard Counties)

Area (square miles), 577.1.
Population:
1940, 1,046,692.
1947, 1,306,040.
Jan. 1, 1949, 1,261,700.[1 2]

Commerce Department District Office, Baltimore, Md.
Nonwhite civilian population 1947, 284,383.
Number of families, Jan. 1, 1949, 348,400.[1 2]

| Housing characteristics: | *1940* | *1947* |
|---|---|---|
| Dwelling units | 289,060 | 364,929 |
| With electric lighting (percent) | 96.8 | ------ |
| Occupied units | 271,679 | 354,526 |
| Owner-occupied units (percent) | 43.4 | 49.4 |

(BALTIMORE CITY COUNTY ONLY)

| Item | Retail sales | Wholesale sales | Manufactures of (value of products) |
|---|---|---|---|
| 1939, number of firms or plants | ------ | 1,683 | 2,032 |
| 1939 ($000) | ------ | ------ | 856,967 |
| 1946, estimated ($000) | 1,095,066 | 1,844,383 | 1,945,312 |

Deposits of individuals, partnerships, and corporations, Dec. 31, 1947.

| *Total deposits* | *Demand* | *Time* |
|---|---|---|
| $1,187,348,000 | $634,707,000 | $552,641,000 |

Sales management estimates of retail sales—1948 ($000): Total—1,270,376.[1 2]

| | | | |
|---|---|---|---|
| Food | 333,473 | Drug | 37,659 |
| General merchandise | 250,434 | Furniture, household radio | 70,086 |

Maryland—Summary of statistics for major industry groups:

| Year | Number of establishments (units) | Average number of production workers | Value added by manufacture (in millions of dollars) | Percent increase |
|---|---|---|---|---|
| 1939 | 2,712 | 141,000 | 421 | ------ |
| 1947 | 2,825 | 189,000 | 1,140 | 171 |
| *Baltimore City* | | | | |
| 1939 | 1,935 | 76,600 | 249.4 | ------ |
| 1947 | 1,635 | 113,600 | 759.5 | 205 |

[1] Sales Management Survey of Buying Power, May 10, 1949; further reproduction not licensed.
[2] Includes Baltimore City, Anne Arundel, and Baltimore Counties.

Source: U. S. Department of Commerce, Bureau of the Census and Board of Governors, of the Federal Reserve System, except as noted.

## MASSACHUSETTS

BOSTON

| Name of station | WNAC-TV | WBZ-TV | WRTB |
|---|---|---|---|
| Operated by—network | Yankee Network, Inc. | Westinghouse Radio Stations, Inc. | Raytheon Manufacturing Co. |
| Channel | 7 | 4 | 2. |
| Hours of operation—Weekly. | | | Under construction. |
| Number of hours sponsored. | | | |
| Class A rates: | | | |
| 1 hour | $300 | $300 | |
| 30 minutes | $180 | $180 | |
| 15 minutes | $120 | $120 | |
| 5 minutes | $60 | $60 | |
| 1 minute | | | |

Estimated number of television sets installed as of July 1, 1949—83,500.

BOSTON METROPOLITAN DISTRICT

(Includes the central city of Boston and parts of Bristol, Essex, Middlesex, Norfolk, Plymouth, and Suffolk Counties)

Area (square miles), 162.3.
Population:
1940, 2,350,514.
1947, 2,549,700.
Jan. 1, 1949, 3,078,200.[1] [2]

Commerce Department Regional Office, Boston, Mass.
Nonwhite civilian population, 1947, 51,570.
Number of families, Jan. 1, 1949, 846,200.[1] [2]

| Housing characteristics | *1940* | *1947* |
|---|---|---|
| Dwelling units | 651,192 | 732,600 |
| With electric lighting (percent) | 99.1 | ------- |

| Housing characteristics—Con. | *1940* | *1947* |
|---|---|---|
| Occupied units | 606,279 | 710,550 |
| Owner occupied units (percent) | 36.2 | 41 |

BOSTON (SUFFOLK COUNTY *only*)

| Item | Retail sales | Wholesale sales | Manufactures (value of products) |
|---|---|---|---|
| 1939, number of firms or plants | ---------- | 3,450 | $2,586 |
| 1939 ($000) | ---------- | ---------- | 433,705 |
| 1946, Estimated ($000) | 1,000,346 | 4,047,970 | 836,248 |

Deposits of individuals, partnerships, and corporations, Dec. 31, 1947.

| *Total deposits* | *Demand* | *Time* |
|---|---|---|
| $2,807,983,000 | $1,670,591,000 | $1,137,392,000 |

Sales Management estimates of retail sales—1948 ($000): Total—2,809,987.[1] [2]

| | | | |
|---|---|---|---|
| Food | 807,502 | Drug | 80,395 |
| General merchandise | 411,837 | Furniture, household radio | 128,776 |

Massachusetts—Summary of statistics for major industry groups:

| Year | Number of establishments (units) | Average number of production workers | Value added by manufacture (in millions of dollars) | Percent increase |
|---|---|---|---|---|
| 1939 | 8,445 | 459,000 | 1,181 | |
| 1947 | 10,516 | 601,000 | 3,333 | 182 |
| *Suffolk County* | | | | |
| 1939 | 2,586 | 62,500 | 203.2 | |
| 1947 | 2,975 | 83,600 | 570.6 | 181 |

[1] Sales Management Survey of Buying Power, May 10, 1949; further reproduction not licensed.
[2] Includes Essex, Middlesex, Norfolk, Plymouth, and Suffolk Counties.

Source: U. S. Department of Commerce, Bureau of the Census and Board of Governors, of the Federal Reserve System, except as noted.

## MICHIGAN

DETROIT

| Name of station | WJBK-TV | WWJ-TV | WXYZ-TV |
|---|---|---|---|
| Operated by—network | Columbia Broadcasting System and DuMont Television Network. | National Broadcasting Co. | American Broadcasting Co. |
| Channel | 2 | 4 | 7. |
| Hours of operation—weekly.[1] | 30 | 45 | 32½. |
| Number of hours sponsored.[1] | 12 | 25 | 9. |
| Class A rates—live: | | | |
| 1 hour | $420 | $420 | $420. |
| 30 minutes | $252 | $252 | $252. |
| 15 minutes | $168 | ---------- | $168. |
| 5 minutes | $84 | ---------- | $84. |
| 1 minute | $60 | $60 | $60. |
| Rates effective | Oct. 1, 1948 | ---------- | Jan. 15, 1949. |

[1] As of Apr. 15, 1949.

Estimated number of television sets installed as of July 1, 1949—61,000.

DETROIT METROPOLITAN DISTRICT

(Includes the central city of Detroit and parts of Macomb, Oakland, and Wayne Counties)

Area (square miles), 856.3.
Population:
1940, 2,295,867.
1947, 2,708,398.
Jan. 1, 1949, 3,044,600.[1] [2]

Commerce Department, District Office, Detroit.
Nonwhite civilian population, 1947, 348,245.
Number of families, Jan. 1, 1949, 839,300.[1] [2]

| Housing characteristics: | *1940* | *1947* |
|---|---|---|
| Dwelling units | 617,992 | 765,124 |
| With electric lighting (percent) | 99.3 | ------- |

| Housing characteristics—Continued | *1940* | *1947* |
|---|---|---|
| Occupied units | 594,688 | 750,182 |
| Owner occupied units (percent) | 44.5 | 52.5 |

DETROIT (WAYNE COUNTY ONLY)

| Item | Retail sales | Wholesale sales | Manufactures (value of products) | Passenger cars |
|---|---|---|---|---|
| 1939, number of firms or plants | ---------- | 2,940 | 2,772 | ---------- |
| 1939 ($000) | ---------- | ---------- | 2,719,210 | ---------- |
| 1946, estimated ($000) | 2,035,367 | 3,891,763 | 5,521,341 | ---------- |
| 1947, registrations | ---------- | ---------- | ---------- | 593,882 |

Deposits of individuals, partnerships, and corporations, Dec. 31, 1947.

| *Total deposits* | *Demand* | *Time* |
|---|---|---|
| $2,402,546,000 | $1,382,539,000 | $1,020,007,000 |

Sales Management estimates of retail sales—1948 ($000): Total—3,426,299.[1] [2]

| | | | |
|---|---|---|---|
| Food | 716,968 | Drug | 114,748 |
| General merchandise | 488,780 | Furniture, household, radio | 180,229 |

Michigan—Summary of statistics for major industry groups:

| Year | Number of establishments (units) | Average number of production workers | Value added by manufacture (in millions of dollars) | Percent increase |
|---|---|---|---|---|
| 1939 | 5,961 | 520,000 | 1,794 | |
| 1947 | 9,889 | 822,000 | 5,187 | 188 |
| *Wayne County* | | | | |
| 1939 | 2,772 | 311,300 | 1,069.1 | |
| 1949 | 3,861 | 417,200 | 2,543.7 | 137 |

[1] Sales Management Survey of Buying Power, May 10, 1949; further reproduction not licensed.
[2] Includes Macomb, Oakland, and Wayne Counties.

Source: U. S. Department of Commerce, Bureau of the Census, Board of Governors, of the Federal Reserve System and Public Roads Administration, except as noted.

## MINNESOTA

### MINNEAPOLIS-ST. PAUL

| Name of station | KSTP-TV | WTCN-TV | KTRV |
|---|---|---|---|
| Operated by—network | KSTP, Inc. | Minnesota Broadcasting Corp. | Northwest Broadcasting Co. |
| Channel | 5. | 4. | 9. |
| Hours of operation—weekly.[1] | 25. | Started operations in July 1949. | Under construction. |
| Number of hours sponsored.[1] | 11. | | |
| Class A rates—live: | | | |
| 1 hour | $250. | | |
| 30 minutes | $150. | | |
| 15 minutes | | | |
| 5 minutes | | | |
| 1 minute | $45. | | |

[1] As of Apr. 15, 1949.

Estimated number of television sets installed as of July 1, 1949—18,000.

### MINNEAPOLIS-ST. PAUL METROPOLITAN DISTRICT

(Includes the central cities of Minneapolis and St. Paul and parts of Anoka, Dakota, Hennepin, Ramsey, and Washington Counties)

Area (square miles), 528.
Population:
1940, 911,077.
1947, 1,006,278.
Jan. 1, 1949, 1,124,600.[1 2]

Commerce Department, Regional Office, Minneapolis, Minn.
Nonwhite civilian population, 1947, 11,739.
Number of families, Jan. 1, 1949, 337,200.[1 2]

| Housing characteristics: | *1940* | *1947* |
|---|---|---|
| Dwelling units | 268,484 | 294,567 |
| With electric lighting (percent) | 98.8 | |
| Occupied units | 256,646 | 286,741 |
| Owner occupied units (percent) | 46.9 | 57.1 |

### MINNEAPOLIS-ST. PAUL (INCLUDES HENNEPIN AND RAMSEY COUNTIES)

| Item | Retail sales | Wholesale sales | Manufactures (value of products) |
|---|---|---|---|
| 1939, number of firms or plants | | 2,070 | 1,718 |
| 1939 ($000) | | | 385,400 |
| 1946, estimated ($000) | 932,688 | 2,297,067 | 892,099 |

Deposits of individuals, partnerships, and corporations, Dec. 31, 1947.

| *Total deposits* | *Demand* | *Time* |
|---|---|---|
| $1,190,485,000 | $760,179,000 | $430,306,000 |

Sales Management estimates of retail sales—1948 ($000); Total—1,469,993.[1 2]

| | | | |
|---|---|---|---|
| Food | 322,173 | Drug | 40,627 |
| General merchandise | 316,992 | Furniture, household, radio | 75,102 |

Minnesota—Summary of statistics for major industry groups:

| Year | Number of establishments (units) | Average number of production workers | Value added by manufacture (in millions of dollars) | Percent increase |
|---|---|---|---|---|
| 1939 | 3,735 | 78,000 | 307 | |
| 1947 | 4,567 | 145,000 | 1,024 | 233 |
| *Hennepin and Ramsey Counties* | | | | |
| 1939 | 1,718 | 44,200 | 187.5 | |
| 1947 | 2,051 | 85,800 | 667.6 | 259 |

[1] Sales Management, Survey of Buying Power, May 10, 1949; further reproduction not licensed.
[2] Includes Anoka, Dakota, Hennepin, Ramsey, and Washington counties.

Source: U. S. Department of Commerce, Bureau of the Census, and Board of Governors of the Federal Reserve System, except as noted.

## MISSOURI

### ST. LOUIS

Name of station: KSD-TV.
Operated by—network: Pulitzer Publishing Co.
Channel: 5.
Hours of operation—weekly: No information.
Number of hours sponsored.
Class A rates:
1 hour.
30 minutes.
15 minutes.
5 minutes.
1 minute.
Estimated number of television sets installed as of July 1, 1949—34,000.

### ST. LOUIS METROPOLITAN DISTRICT

(Includes the central city of St. Louis and parts of St. Charles, St. Louis, Madison, Monroe and St. Clair (Ill.) Counties)

Area (square miles) 956.
Population:
1940, 1,367,977.
1947, 1,584,044.
Jan. 1, 1949, 1,677,200.[1 2]

Commerce Department Regional Office, St. Louis, Mo.
Nonwhite civilian population 1947, 239,470.
Number of families, Jan. 1, 1949, 484,400.[1 2]

| Housing characteristics: | *1940* | *1947* |
|---|---|---|
| Dwelling units | 409,595 | 470,316 |
| With electric lighting (percent) | 97.1 | |
| Occupied units | 385,374 | 461,846 |
| Owner-occupied units (percent) | 37 | 45.7 |

### ST. LOUIS COUNTY ONLY

| Item | Retail sales | Wholesale sales | Manufactures (value of products) | Passenger cars |
|---|---|---|---|---|
| 1939, number of firms or plant | | 2,802 | 2,402 | |
| 1939 ($000) | | | 762,466 | |
| 1946, estimated ($000) | 725,524 | 2,835,314 | 1,503,522 | |
| Registration, 1947 | | | | 445,565 |

Deposits of individuals, partnerships, and corporations, Dec. 31, 1947.

| *Total Deposits* | *Demand* | *Time* |
|---|---|---|
| $1,273,035,000 | $917,825,000 | $355,210,000 |

Sales Management estimates of retail sales—1948 ($000): Total—1,701,662.[1 2]

| | | | |
|---|---|---|---|
| Food | 383,797 | Drug | 50,708 |
| General merchandise | 235,772 | Furniture, household, radio | 112,544 |

Missouri—Summary of statistics for major industry groups:

| Year | Number of establishments (units) | Average number of production workers | Value added by manufacture (in millions of dollars) | Percent increase |
|---|---|---|---|---|
| 1939 | 4,487 | 176,000 | 582 | |
| 1947 | 5,724 | 270,000 | 1,623 | 178 |
| *St. Louis County* | | | | |
| 1939 | 2,241 | 89,500 | 318.3 | |
| 1947 | 2,329 | 141,200 | 907.5 | 188 |

[1] Sales Management Survey of Buying Power, May 10, 1949; further reproduction not licensed.
[2] Includes St. Louis City, St. Charles, St. Louis, Madison, and St. Clair Counties.

Source: U. S. Department of Commerce, Bureau of the Census, Board of Governors of the Federal Reserve System, and Public Roads Administration, except as noted.

## NEW MEXICO

ALBUQUERQUE

| | |
|---|---|
| Name of station | KOB–TV. |
| Operated by—network | Albuquerque Broadcasting Co. |
| Channel | 4. |
| Hours of operation—weekly [1] | 12. |
| Number of hours sponsored [1] | 1 hour, 6 minutes. |
| Class A rates: | |
| 1 hour | $150. |
| 30 minutes | $90. |
| 15 minutes | $60. |
| 5 minutes | $30. |
| 1 minute | $12. |
| Rates effective | Nov. 15, 1948. |

[1] As of Apr. 15, 1949.

Estimated number of television sets installed as of July 1, 1949—1,000.

ALBUQUERQUE METROPOLITAN DISTRICT

(Includes Bernalillo County)

Population:
1940, 69,391.
Jan. 1, 1949, 109,600.[1]

District Office, Albuquerque, N. Mex.
Commerce Department.
Number of families, 30,900.[1]

Deposits of individuals, partnerships, and corporations, Dec. 31, 1947.

| *Total Deposits* | *Demand* | *Time* |
|---|---|---|
| $62,309,000 | $43,118,000 | $19,191,000 |

Sales Management Estimates of retail sales—1948 ($000): Total—$118,802.[1]

| | | | |
|---|---|---|---|
| Food | 23,881 | Drug | 4,089 |
| General merchandise | 14,982 | Furniture, household, radio | 8,536 |

New Mexico—Summary of statistics for major industry groups:

| Year | Number of establishments (units) | Average number of production workers | Value added by manufacture (in millions of dollars) | Percentage increase |
|---|---|---|---|---|
| 1939 | 262 | 3,000 | 9 | 510 |
| 1947 | 432 | 6,000 | 55 | |

[1] Sales Management Survey of Buying Power, May 10, 1949; further reproduction not increased.

Source: U. S. Department of Commerce, Bureau of the Census, Board of Governors of the Federal Reserve System, except as noted.

## NEW YORK

BUFFALO

| | |
|---|---|
| Name of station | WBEN–TV. |
| Operated by—network | National Broadcasting Co. |
| Channel | 4. |
| Hours of operation—weekly [1] | 36. |
| Number of hours sponsored [1] | 80 percent. |
| Class A rates—film: | |
| 1 hour | $250. |
| 30 minutes | $150. |
| 15 minutes | $100. |
| 5 minutes | $62.50. |
| 1 minute | $40. |
| Rates effective | Jan. 5, 1949. |

[1] As of Apr. 15, 1949.

Estimated number of television sets installed as of July 1, 1949—24,000.

BUFFALO-NIAGARA FALLS METROPOLITAN DISTRICT

(Includes the central cities of Buffalo and Niagara Falls and parts of Erie and Niagara Counties)

Area (square miles), 473.4.
Population:
1940, 857,719.
Jan. 1, 1949, 1,070,200.[1] [2]

Commerce Department District Office, Buffalo, N. Y.
Proportion of population native white, 1940, 81.3 percent.
Number of families, Jan. 1, 1949, 296,500.[1] [2]

| Housing characteristics: | *1940* |
|---|---|
| Dwelling units | 233,963 |
| With electric lighting (percent) | 99.4 |
| Occupied units | 224,969 |
| Owner-occupied units (percent) | 37.6 |

BUFFALO (ERIE COUNTY ONLY)

| Item | Retail sales | Wholesale sales | Manufactures (value of products) |
|---|---|---|---|
| 1939, number of firms or plants | | 1,107 | 1,249 |
| 1939 ($000) | | | 706,799 |
| 1946, estimated ($000) | 570,044 | 1,067,801 | 1,750,516 |
| 1948, estimated ($000) | [1] 772,602 | | |

Deposits of individuals, partnerships, and corporations, Dec. 31, 1947.

| *Total deposits* | *Demand* | *Time* |
|---|---|---|
| $1,080,200,000 | $415,049,000 | $665,151,000 |

Sales management estimates of retail sales—1948 ($000): Total—933,948.[1] [2]

| | | | |
|---|---|---|---|
| Food | 237,605 | Drug | 23,375 |
| General merchandise | 170,795 | Furniture, household, radio | 44,024 |

New York—Summary of statistics for major industry groups:

| Year | Number of establishments (units) | Average number of production workers | Value added by manufacture (in millions of dollars) | Percent increase |
|---|---|---|---|---|
| 1939 | 32,672 | 949,000 | 3,314 | |
| 1947 | 47,701 | 1,426,000 | 9,636 | 175 |
| *Erie County* | | | | |
| 1939 | 1,249 | 70,500 | 291.4 | |
| 1947 | 1,436 | 114,800 | 753.5 | 160 |

[1] Sales Management Survey of Buying Power, May 10, 1949; further reproduction not licensed.
[2] Includes all of Erie and Niagara counties.

Source: U. S. Department of Commerce, Bureau of the Census, Board of Governors of the Federal Reserve System, except as noted.

NEW YORK

ROCHESTER

| | |
|---|---|
| Name of station | WHAM-TV. |
| Operated by—network | Stromberg-Carlson Co. |
| Channel | 6. |
| Hours of operation—weekly [1] | 30. |
| Number of Hours sponsored [1] | 15. |
| Class A rates—film: | |
| 1 hour | $200. |
| 30 minutes | $120. |
| 15 minutes | $80. |
| 5 minutes | $50. |
| 1 minute | $30. |
| Rates effective | June 2, 1949. |

[1] As of June 11, 1949. Started operations June 11, 1949.

Estimated number of television sets installed as of July 1, 1949—3,000.

ROCHESTER METROPOLITAN DISTRICT

(Includes the central city of Rochester and part of Monroe County)

Area (square miles), 305.9.
Population:
1940, 411,970.
1947, 463,915.
Jan. 1, 1949, 465,400.[1] [2]

Commerce Department Regional Office, New York City, N. Y.
Nonwhite civilian population, 1947, 7,903.
Number of families, Jan. 1, 1949, 137,000.[1] [2]

| Housing characteristics: | *1940* | *1947* |
|---|---|---|
| Dwelling units | 119,808 | 136,325 |
| With electric lighting (percent) | 99.1 | ------- |
| Occupied units | 113,895 | 133,414 |
| Owner-occupied units (percent) | 45.5 | 55.8 |

ROCHESTER (INCLUDES ALL OF MONROE COUNTY)

| Item | Retail sales | Wholesale sales | Manufactures (value of products) | Passenger cars |
|---|---|---|---|---|
| 1939, number of firms or plants | ---------- | 613 | 803 | ---------- |
| 1939 ($000) | ---------- | ---------- | 345,900 | ---------- |
| 1946, estimated ($000) | 340,119 | 365,905 | 887,893 | ---------- |
| Registration, 1948 | ---------- | ---------- | ---------- | 124,358 |

Deposits of individuals, partnership, and corporation, Dec. 31, 1947.

| *Total deposits* | *Demand* | *Time* |
|---|---|---|
| $630,433,000 | $241,016,000 | $389,417,000 |

Sales Management estimates of retail sales—1948 ($000): Total—463,754.[1]

| | | | |
|---|---|---|---|
| Food | 111,683 | Drug | 12,136 |
| General merchandise | 79,882 | Furniture, household, radio | 24,250 |

New York—Summary of statistics for major industry groups:

| Year | Number of establishments (units) | Average number of production workers | Value added by manufacture (in millions of dollars) | Percent increase |
|---|---|---|---|---|
| 1939 | 32,672 | 949,000 | 3,314 | ---------- |
| 1947 | 47,701 | 1,426,000 | 9,636 | 175 |
| *Monroe County* | | | | |
| 1939 | 803 | 51,300 | 208.7 | ---------- |
| 1947 | 910 | 80,600 | 510.2 | 144 |

[1] Sales Management Survey of Buying Power, May 10, 1949; further reproduction not licensed.

[2] Includes all of Monroe County.

Source: U. S. Department of Commerce, Bureau of Census, Board of Governors of the Federal Reserve System, and Public Roads Administration, except as noted.

NEW YORK

SCHENECTADY

| | |
|---|---|
| Name of station | WRGB. |
| Operated by—network | National Broadcasting Co., American Broadcasting Co., Columbia Broadcasting System, and DuMont Television Network. |
| Channel | 4. |
| Hours of operation—weekly [1] | 41. |
| Number of hours sponsored [1] | 21. |
| Class A rates—live: | |
| 1 hour | $150. |
| 30 minutes | $93.75. |
| 15 minutes. | |
| 5 minutes. | |
| 1 minute | $37.50. |
| Rates effective | Apr. 1, 1948. |

[1] As of Apr. 15, 1949.

Estimated number of television sets installed as of July 1, 1949—24,000.

ALBANY-SCHENECTADY-TROY METROPOLITAN DISTRICT

(Includes the central cities of Albany, Schenectady, and Troy and parts of Albany, Rensselaer, Saratoga, and Schenectady Counties)

Area (square miles), 463.5.
Population:
1940, 431,575. Jan. 1, 1949, 497,000.[1] [2]
Commerce Department Regional Office, New York City, N. Y.

Proportion of population native white, 1940, 86.5 percent.
Number of families, Jan. 1, 1949, 150,800.[1] [2]

| Housing characteristics: | *1940* |
|---|---|
| Dwelling units | 129,464 |
| With electric lighting (percent) | 98.2 |
| Occupied units | 122,327 |
| Owner-occupied units (percent) | 41.3 |
| Passenger car registrations, 1948 | [3] 37,950 |

Deposits of individuals, partnerships, and corporation, Dec. 31, 1947.

| *Total deposits* [2] | *Demand* | *Time* |
|---|---|---|
| $643,375,000 | $183,438,000 | $460,937,000 |

Sales management estimates of retail sales—1948 ($000): Total—515,216.[1] [2]

| | | | |
|---|---|---|---|
| Food | 121,076 | Drug | 11,031 |
| General merchandise | 111,959 | Furniture, household, radio | 28,036 |

New York—Summary of statistics for major industry groups:

| Year | Number of establishments (units) | Average number of production workers | Value added by manufacture (in millions of dollars) | Percent increase |
|---|---|---|---|---|
| 1939 | 32,672 | 949,000 | 3,314 | ---------- |
| 1947 | 47,701 | 1,426,000 | 9,636 | 175 |
| *Schenectady County* | | | | |
| 1939 | 107 | 11,800 | 48.6 | 174 |
| 1947 | 106 | 24,300 | 133.3 | 174 |

[1] Sales Management Survey of Buying Power, May 10, 1949; for the reproduction not licensed.

[2] Includes all of Albany, Rensselaer, and Schenectady Counties.

[3] Schenectady County only.

Source: U. S. Department of Commerce, Bureau of Census, Board of Governors of the Federal Reserve System, and Public Roads Administration, except as noted.

## NEW YORK

### SYRACUSE

| Name of station | WHEN | WSRY-TV |
|---|---|---|
| Operated by—network | Syracuse Television Corp. | New York Broadcasting Corp. |
| Channel | 8 | 5. |
| Hours of operation—weekly [1] | 36 | Under construction. |
| Number of hours sponsored [1] | 4 hours 43 minutes. | |
| Class A rates—live: | | |
| 1 hour | $250. | |
| 30 minutes | $150. | |
| 15 minutes | $100. | |
| 5 minutes | $50. | |
| 1 minute | | |
| Rates effective | Dec. 1, 1948. | |

[1] As of Apr. 15, 1949.
Estimated number of television sets installed as of July 1, 1949—5,000.

### SYRACUSE METROPOLITAN DISTRICT

(Includes the central city of Syracuse and part of Onondaga County)

Area (square miles), 226.5.

Population:
1940, 258,352. Jan. 1, 1949, 321,800.[1] [2]

Commerce Department Regional Office, New York City.
Proportion of population native white. 1940, 86 percent.
Number of families, Jan. 1, 1949, 94,700.[1] [2]

Housing characteristics:

| | *1940* |
|---|---|
| Dwelling units | 73,336 |
| With electric lighting (percent) | 99 |
| Occupied units | 70,336 |
| Owner-occupied units (percent) | 38.4 |
| Passenger-car registration, 1948 | [2] 81,555 |

Depostis of individuals, partnerships, and corporations, Dec. 31, 1947.

| *Total deposits* [2] | *Demand* | *Time* |
|---|---|---|
| $395,481,000 | $133,705,000 | $261,766,000 |

Sales Management estimates of retail sales—1948 ($000): Total—303,624.[1]

| | | | |
|---|---|---|---|
| Food | 73,276 | Drug | 7,841 |
| General merchandise | 47,677 | Furniture, household, radio | 13,828 |

New York—Summary of statistics for major industry groups:

| Year | Number of establishments (units) | Average number of production workers | Value added by manufacture (in millions of dollars) | Percent increase |
|---|---|---|---|---|
| 1939 | 32,672 | 949,000 | 3,314 | |
| 1947 | 47,701 | 1,426,000 | 9,636 | 175 |
| *Onondaga County* | | | | |
| 1939 | 405 | 25,600 | 83.0 | |
| 1947 | 512 | 43,300 | 275.3 | 231 |

[1] Sales Management Survey of Buying Power, May 10, 1949; further reproduction not licensed.
[2] Includes all of Onondaga County.

Source: U. S. Department of Commerce, Bureau of Census, Board of Governors of the Federal Reserve System, Public Roads Administration, except as noted.

## NEW YORK-NEW JERSEY

### NEW YORK-NEWARK

| Name of station | WCBS-TV | WNBT | WJZ-TV | WPIX |
|---|---|---|---|---|
| Operated by—network | Columbia Broadcasting System. | National Broadcasting Co. | American Broadcasting Co. | WPIX, Inc. |
| Channel | 2 | 4 | 7 | 11 |
| Hours of operation—weekly.[1] | | | 57 | 39 |
| Number of hours sponsored.[1] | | | 13 | 10 |
| Class A rates: (Air time) | | | | |
| 1 hour | $1,500 | $1,500 | $1,500 | $1,200 [2] |
| 30 minutes | $900 | $900 | $900 | $720 |
| 15 minutes | $600 | $600 | $600 | |
| 5 minutes | $450 | $375 | | |
| 1 minute | | | | $250 |
| Rates effective | Apr. 1, 1949 | June 1, 1949 | May 15, 1949 | |

| Name of station | WATV Newark, N. J. | WABD | WOR-TV |
|---|---|---|---|
| Operated by—network | Bremer Broadcasting Co. | DuMont Television Network. | Bamberger Broadcasting Service, Inc. |
| Channel | 13 | 5 | 9. |
| Hours of operation-weekly [1]. | 49 | 82 | Will begin operation Aug. 1949. |
| Number of hours sponsored [1] | | 36 | |
| Class A rates: (Air time) | | | |
| 1 hour | $450 [3] | $1,500 | Under construction. |
| 30 minutes | $300 | $900 | |
| 15 minutes | $200 | $600 | |
| 5 minutes | $120 | $375 | |
| 1 minute | | | |
| Rates effective | Nov. 1, 1948 | Mar. 15, 1949 | |

[1] As of April 15, 1949.
[2] Live rates.
[3] Includes use of live or film studios for "on-the-air" time.
Estimated number of television sets installed as of July 1, 1949—630,000.

### NEW YORK-NORTHEASTERN NEW JERSEY METROPOLITAN DISTRICT [2]

Area (square miles), 2,560.

Population:
1940, 11,690,520.
1947, 12,684,411.
Jan 1, 1949, 12,642,700.[1] [2]

Commerce Department Regional Office, New York City.
Nonwhite civilian population, 1947, 1,015,002
Number of families, Jan. 1, 1949, 3,618,700.[1] [3]

Housing characteristics:

| | *1940* | *1947* |
|---|---|---|
| Dwelling units | 3,424,485 | 3,706,911 |
| With electric lighting (percent) | 99.1 | |
| Occupied units | 3,160,300 | 3,600,891 |
| Owner-occupied units (percent) | 23.6 | 29.8 |

| Item | Retail sales | Wholesale sales | Manufactures (value of products) | Passenger cars |
|---|---|---|---|---|
| *5 Boroughs of New York* | | | | |
| 1939, number of firms or plants | | 24,042 | 26,651 | |
| 1939 ($000) | | | 4,108,750 | |
| 1946, estimated ($000) | 5,635,355 | 30,529,273 | 9,020,337 | |
| Registration, 1948 | | | | 919,786 |
| *Essex-Hudson Counties, N. J.* | | | | |
| 1939, number of firms or plants | | 1,592 | 3,806 | |
| 1939, ($000) | | | 1,379,189 | |
| 1946, estimated ($000) | 1,451,659 | 1,554,434 | 2,580,387 | |

Deposits of individuals, partnerships, and corporations, Dec. 31, 1947.

| | *Total deposits* | *Demand* | *Time* |
|---|---|---|---|
| New York City | $27,717,493,000 | $18,265,480,000 | $9,452,013,000 |
| Essex County, N. J. | 1,278,731,000 | 628,444,000 | 650,287,000 |
| Hudson County, N. J. | 703,790,000 | 271,965,000 | 431,825,000 |

Sales Management estimates of retail sales—1948 ($000): Total—12,382,973.[1] [3]

| | | | |
|---|---|---|---|
| Food | 3,437,967 | Drug | 285,995 |
| General merchandise | 1,552,743 | Furniture, household, radio | 715,599 |

New York State—Summary of statistics for major industry groups.

| Year | Number of establishments (units) | Average number of production workers | Value added by manufacture (in millions of dollars) | Percent increase |
|---|---|---|---|---|
| 1939 | 32,672 | 949,000 | 3,314 | |
| 1947 | 47,701 | 1,426,000 | 9,636 | 175 |
| *Bronx, Kings, New York, and Queens Counties* | | | | |
| 1939 | 26,485 | 506,600 | 1,840.4 | |
| 1947 | 37,686 | 731,900 | 5,424.5 | 195 |

[1] Sales Management Survey of Buying Power, May 10, 1949; further reproduction not licensed.
[2] Includes central cities of New York, Elizabeth City (N. J.), Jersey City, Newark and Paterson and parts of Bronx, Kings, Nassau, New York, Queens, Richmond, Rockland, Suffolk and Westchester (N. Y.), Fairfield (Conn.), Bergen, Essex, Hudson, Middlesex, Monmouth, Morris, Passaic, Somerset and Union (N. J.) Counties.
[3] Includes all of Bronx, Kings, Nassau, New York, Queens, Richmond, Rockland and Westchester (N. Y.), Bergen, Essex, Hudson, Middlesex, Monmouth, Morris, Passaic, Union (N. J.) Counties.

Source: U. S. Department of Commerce, Bureau of Census, Board of Governors of the Federal Reserve System, and Public Roads Administration, exception as noted.

OHIO

CINCINNATI

| Name of station | WLW-T | WKRC-TV | WCPO-TV |
|---|---|---|---|
| Operated by—network | Crosley Broadcasting Corp. | Radio Cincinnati, Inc. | Scripps-Howard Radio, Inc. |
| Channel | 4 | 11 | 7. |
| Hours operation—weekly. | 42[1] | 28[2] | Started operation in July 1949. |
| Number of hours sponsored. | 55 percent[1] | 9¾[2] | |
| Class A rates—live: | | | |
| 1 hour | $350 | $350 | |
| 30 minutes | $210 | $210 | |
| 15 minutes | | $140 | |
| 5 minutes | $90 | | |
| 1 minute | | | |

[1] As of Apr. 10, 1949.
[2] As of Apr. 15, 1949.

Estimated number of television sets installed as of July 1, 1949—27,000.

CINCINNATI METROPOLITAN DISTRICT

(Includes the central city of Cincinnati and parts of Clermont, Hamilton, Warren, Dearborn, Campbell, and Kenton Counties)

Area (square miles), 521.9.
Population:
1940, 789,309.
Jan. 1, 1949, 935, 700.[1 2]
Commerce Department, District Office, Cincinnati, Ohio.
Proportion of population native white, 1940, 86.8 percent.
Number of families, Jan. 1, 1949, 290,500.[1 2]

| Housing characteristics | *1940* |
|---|---|
| Dwelling units | 241, 557 |
| With electric lighting (percent) | 97 |
| Occupied units | 228, 594 |
| Owner-occupied units (percent) | 40. 3 |

CINCINNATI (INCLUDING HAMILTON COUNTY ONLY)

| Item | Retail sales | Wholesale sales | Manufactures (value of products) | Passenger cars |
|---|---|---|---|---|
| 1939, number of firms or plant | | 1, 597 | 1, 525 | |
| 1939 ($000) | | | 551, 861 | |
| 1946, estimated ($000) | 602, 514 | 1, 696, 237 | 1, 135, 602 | |
| 1948, estimated ($000) | 788, 167 | | | |
| Registration, 1947 | | | | 142, 872 |

Deposits of individuals, partnerships, and corporations, Dec. 31, 1947.

| *Total deposits* | *Demand* | *Time* |
|---|---|---|
| $788, 130, 000 | $556, 689, 000 | $231, 441, 000 |

Sales Management estimates of retail sales—1948 ($000): Total—960,590.[1 2]

| | | | |
|---|---|---|---|
| Food | 256, 774 | Drug | 27, 694 |
| General merchandise | 128, 636 | Furniture, household, radio | 51, 136 |

Ohio—Summary of statistics for major industry groups:

| Year | Number of establishments (units) | Average number of production workers | Value added by manufacture (in millions of dollars) | Percent increase |
|---|---|---|---|---|
| 1939 | 9, 543 | 596, 000 | 2, 116 | |
| 1947 | 12, 299 | 989, 000 | 6, 379 | 201 |
| *Hamilton County* | | | | |
| 1939 | 1, 525 | 67, 000 | 252. 8 | |
| 1947 | 1, 563 | 100, 800 | 744. 4 | 194 |

[1] Sales Management Survey of Buying Power, May 10, 1949; future reproduction not licensed.
[2] Includes Hamilton, Dearborn, Campbell, and Kenton Counties.

Source: U. S. Department of Commerce, Bureau of the Census, Board of Governors of the Federal Reserve System, and Public Roads Administration, except as noted.

OHIO

CLEVELAND

| Name of station | WNBK | WEWS | WXEL |
|---|---|---|---|
| Operated by network | National Broadcasting Co. | American Broadcasting Co., Columbia Broadcasting Co., DuMont Television Network, Scripps-Howard. | Empire Coil Co., Inc. |
| Channel | 4 | 5 | 9. |
| Hours of operation—weekly.[1] | 40 | 50 | Under construction. |
| Number of hours sponsored.[1] | 5 | 26. | |
| Class A rates—live: | | | |
| 1 hour | $375. | $400. | |
| 30 minutes | $225. | $240. | |
| 15 minutes | $150. | $160. | |
| 5 minutes | $93.75. | $107. | |
| 1 minute | | $60. | |
| Rates effective | | Apr. 17, 1949. | |

[1] As of Apr. 15, 1949.

Estimated number of television sets installed as of July 1, 1949—59,000.

CLEVELAND METROPOLITAN DISTRICT

(Includes the central city of Cleveland and parts of Cuyahoga and Lake Counties)

Area (square miles), 336.2.
Population:
1940, 1,214,947.
Jan. 1, 1949, 1,490,100.[1 2]
Proportion of population native white, 1940, 85.8 percent.
Number of families, Jan. 1, 1949, 438,300.[1 2]

| Housing characteristics: | *1940* |
|---|---|
| Dwelling units | 347, 866 |
| With electric lighting (percent) | 99. 4 |
| Occupied | 335, 885 |
| Owner-occupied units (percent) | 39 |

CLEVELAND (CUYAHOGA COUNTY ONLY)

| Item | Retail sales | Wholesale sales | Manufactures (value of products) | Passenger cars |
|---|---|---|---|---|
| 1939, number of firms or plants | | 2, 287 | 2, 576 | |
| 1939 ($000) | | | 996, 703 | |
| 1946, estimated ($000) | 1, 145, 250 | 2, 444, 953 | 2, 475, 066 | |
| 1948, estimated ($000) | 1, 550, 676 | | | |
| Registration, 1947 | | | | 343, 284 |

Deposits of individuals, partnerships, and corporations, Dec. 31, 1947.

| *Total deposits* | *Demand* | *Time* |
|---|---|---|
| $1, 970, 842, 000 | $1, 071, 208 | $899, 634, 000 |

Sales Management estimates of retail sales—1948 ($000): Total—1,603,646.[1 2]

| | | | |
|---|---|---|---|
| Food | 405, 397 | Drug | 46, 135 |
| General merchandise | 295, 587 | Furniture, household, radio | 84, 155 |

Ohio—Summary of statistics for major industry groups:

| Year | Number of establishments (units) | Average number of production workers | Value added by manufacture (in millions of dollars) | Percent increase |
|---|---|---|---|---|
| 1939 | 9, 543 | 596, 000 | 2, 116 | |
| 1947 | 12, 299 | 989, 000 | 6, 379 | 201 |
| *Cuyahoga County* | | | | |
| 1939 | 2, 576 | 125, 900 | 489. 4 | |
| 1947 | 3, 163 | 211, 800 | 1, 488. 3 | 204 |

[1] Sales Management Survey of Buying Power, May 10, 1949; further reproduction not licensed.
[2] Includes Cuyahoga and Lake Counties.

Source: U. S. Department of Commerce, Bureau of the Census, Board of Governors of the Federal Reserve System, and Public Roads Administration, except as noted.

OHIO

COLUMBUS

| Name of station | WLW-C | WTVN | WBNS-TV |
|---|---|---|---|
| Operated by—network | Crosley Broadcasting Corp. | Picture Waves, Inc. | The Dispatch Printing Co. |
| Channel | 3 | 6 | 10. |
| Hours of operation—weekly.[1] | 30 | Under construction. | Under construction. |
| Number of hours sponsored.[1] | 12. | | |
| Class A rates—live: | | | |
| 1 hour | $200. | | |
| 30 minutes | $120. | | |
| 15 minutes | $80. | | |
| 5 minutes | $50. | | |
| 1 minute | $20. | | |
| Rates effective | Mar. 15, 1949. | | |

[1] As of Apr. 15, 1949.

Estimated number of television sets installed as of July 1, 1949—7,000.

COLUMBUS METROPOLITAN DISTRICT

(Includes the central city of Columbus and part of Franklin County)

Area (square miles) 219.8.
Population:
1940, 365,796.
1947, 432,304.
Jan. 1, 1949, 468,200.[1] [2]

Commerce Department, Regional Office, Cleveland, Ohio.
Nonwhite civilian population 1947, 40,795.
Number of families, Jan. 1, 1949, 137,900.[1] [2]

| Housing characteristics: | *1940* | *1947* |
|---|---|---|
| Dwelling units | 103,263 | 126,198 |
| With electric lighting (percent) | 98.1 | ------ |
| Occupied units | 99,537 | 123,697 |
| Owner-occupied units (percent) | 41.3 | 51 |

COLUMBUS (INCLUDES ALL FRANKLIN COUNTY)

| Item | Retail sales | Wholesale sales | Manufactures (value of products) | Passenger cars |
|---|---|---|---|---|
| 1939, number of firms or plant | ---------- | 521 | 521 | ---------- |
| 1939 ($000) | ---------- | ---------- | 181,602 | ---------- |
| 1946, estimated ($000) | 370,263 | 420,243 | 364,514 | ---------- |
| Registration 1947 | ---------- | ---------- | ---------- | 116,918 |

Deposits of individuals, partnerships, and corporations, Dec. 31, 1947.

| *Total deposits* | *Demand* | *Time* |
|---|---|---|
| $341,424,000 | $247,064,000 | $94,360,000 |

Sales Management estimates of retail sales—1948 ($000): Total—542,972.[1] [2]

| | | | |
|---|---|---|---|
| Food | 123,572 | Drug | 15,516 |
| General merchandise | 81,585 | Furniture, household, radio | 33,716 |

Ohio—Summary of statistics for major industry groups:

| Year | Number of establishments (units) | Average number of production workers | Value added by manufacture (in millions of dollars) | Percent increase |
|---|---|---|---|---|
| 1939 | 9,543 | 596,000 | 2,116 | ---------- |
| 1947 | 12,299 | 989,000 | 6,379 | 201 |
| *Franklin County* | | | | |
| 1939 | 521 | 25,600 | 90.9 | ---------- |
| 1947 | 679 | 42,900 | 286.2 | 215 |

[1] Sales Management Survey of Buying Power, May 10, 1949; further reproduction not licensed.
[2] Includes Hamilton, Dearborn, Campbell, and Kenton Counties.

Source: U. S. Department of Commerce, Bureau of the Census, Board of Governors of the Federal Reserve System, and Public Roads Administration, except as noted.

OHIO

DAYTON

| Name of station | WLW-D | WHIO-TV |
|---|---|---|
| Operated by—network | National Broadcasting Co. and DuMont Television network. | Miami Valley Broadcasting Corp. |
| Channel | 5 | 13. |
| Hours of operation—weekly [1] | 35 | |
| Number of hours sponsored [1] | 12 | No information. |
| Class A rates—live: | | |
| 1 hour | $200. | |
| 30 minutes | $120. | |
| 15 minutes | $80. | |
| 5 minutes | $50. | |
| 1 minute | $20. | |
| Rates effective | Mar. 15, 1949. | |

[1] As of Apr. 15, 1949.

Estimated number of television sets installed as of July 1, 1949—9,500.

DAYTON METROPOLITAN DISTRICT

(Includes the central city of Dayton and parts of Montgomery County)

Area (square miles) 194.8.
Population:
1940, 371,513.
Jan. 1, 1949, 372,000.[1] [2]

Commerce Dept. District Office, Cincinnati, Ohio.
Proportion of population native white, 1940, 87.9.
Number of families, Jan. 1, 1949, 169,100.[1] [2]

| Housing characteristics: | *1940* |
|---|---|
| Dwelling units | 77,166 |
| With electric lighting (percent) | 98 |
| Occupied units | 75,516 |
| Owner-occupied units (percent) | 45.4 |

DAYTON (INCLUDING ALL OF MONTGOMERY COUNTY)

| Item | Retail sales | Wholesale sales | Manufactures (value of products) | Passenger cars |
|---|---|---|---|---|
| 1939, number of firms or plants | ---------- | 355 | 461 | ---------- |
| 1939 ($000) | ---------- | ---------- | 277,137 | ---------- |
| 1946, estimated ($000) | 276,458 | 315,354 | 676,733 | ---------- |
| Registration, 1947 | ---------- | ---------- | ---------- | 103,212 |

Deposits of individuals, partnerships, and corporations, Dec. 31, 1947.

| *Total deposits* | *Demand* | *Time* |
|---|---|---|
| $228,666,000 | $167,029,000 | $61,637,000 |

Sales Management estimates of retail sales—1948 ($000): Total—385,595.[1]

| | | | |
|---|---|---|---|
| Food | 92,593 | Drug | 10,753 |
| General merchandise | 63,540 | Furniture, household, radio | 23,493 |

Ohio—Summary of statistics for major industry groups:

| Year | Number of establishments (units) | Average number of production workers | Value added by manufacture (in millions of dollars) | Percent increase |
|---|---|---|---|---|
| 1939 | 9,543 | 596,000 | 2,116 | ---------- |
| 1947 | 12,299 | 989,000 | 6,379 | 201 |
| *Montgomery County* | | | | |
| 1939 | 461 | 39,400 | 162.3 | ---------- |
| 1947 | 595 | 78,000 | 487.8 | 200 |

[1] Sales Management Survey of Buying Power, May 10, 1949; further reproduction not licensed.
[2] Includes all of Montgomery County.

Source: U. S. Department of Commerce, Bureau of the Census, Board of Governors of the Federal Reserve System, and Public Roads Administration, except as noted.

## OHIO

### TOLEDO

| | |
|---|---|
| Name of station | WSPD-TV. |
| Operated by—network | Fort Industry Co. |
| Channel | 13. |
| Hours of operation—weekly [1] | 46. |
| Number of hours sponsored [1] | 78 percent. |
| Class A rates—live: | |
| 1 hour | $300. |
| 30 minutes | $180. |
| 15 minutes. | |
| 5 minutes. | |
| 1 minute. | |

[1] As of Apr. 15, 1949.

Estimated number of television sets installed as of July 1, 1949—15,000.

### TOLEDO METROPOLITAN DISTRICT

(Includes the central city of Toledo and parts of Lucas and Wood Counties)

Area (square miles), 204. 1.
Population:
1940, 341,663.
1947, 383,418.
Jan. 1, 1949, 380,200.[1 2]
Commerce Department Regional Office, Cleveland, Ohio.
Nonwhite civilian population 1947, 20,196.
Number of families:
1947, 108,776.
Jan. 1, 1949, 115,600.[1 2]

| Housing characteristics: | *1940* | *1947* |
|---|---|---|
| Dwelling units | 99,011 | 110,976 |
| With electric lighting (percent) | 98. 3 | |
| Occupied units | 95,360 | 108,664 |
| Owner-occupied units (percent) | 49. 4 | 61. 5 |

### TOLEDO (LUCAS COUNTY ONLY)

| Item | Retail sales | Wholesale sales | Manufactures (value of products) | Passenger cars |
|---|---|---|---|---|
| 1939, number of firms or plants | | 525 | 499 | |
| 1939 ($000) | | | 249,409 | |
| 1946, estimated ($000) | 338,526 | 349,783 | 597,385 | |
| Registeration, 1947 | | | | 105,535 |

Deposits of individuals, partnerships, and corporations, Dec. 31, 1947.

| *Total deposits* | *Demand* | *Time* |
|---|---|---|
| $325,075,000 | $215,062,000 | $109,473,000 |

Sales Management estimates of retail sales—1948 ($000): Total—423,960.[1 2]

| | | | |
|---|---|---|---|
| Food | 101,881 | Drug | 12,897 |
| General merchandise | 76,652 | Furniture, household, radio | 21,118 |

Ohio—Summary of statistics for major industry groups:

| Year | Number of establishments (units) | Average number of production workers | Value added by manufacture (in millions of dollars) | Percent increase |
|---|---|---|---|---|
| 1939 | 9,543 | 596,000 | 2,116 | |
| 1947 | 12,299 | 989,000 | 6,379 | 201 |
| *Lucas County* | | | | |
| 1939 | 499 | 30,700 | 111.5 | |
| 1947 | 627 | 56,700 | 390.5 | 251 |

[1] Sales Management Survey of Buying Power, May 10, 1949; further reproduction not licensed.
[2] Includes Lucas County only.

Source: U. S. Department of Commerce, Bureau of Census, Board of Governors of the Federal Reserve System, and Public Roads Administration, except as noted.

## OKLAHOMA

### OKLAHOMA CITY

| | |
|---|---|
| Name of station | WKY-TV. |
| Operated by—network | WKY Radiophone Co. |
| Channel | 4. |
| Hours of operation—weekly | |
| Number of hours sponsored | |
| Class A rates—film: | |
| 1 hour | $200. |
| 30 minutes | $120. |
| 15 minutes | $80. |
| 5 minutes | $50. |
| 1 minute | $30. |
| Rates effective | June 6, 1949. |

Estimated Number of television sets installed as of July 1, 1949—3,000.

### OKLAHOMA CITY METROPOLITAN DISTRICT

(Includes the central city of Oklahoma City and part of Oklahoma County)

Area (square miles), 175.9.
Population:
1940, 221,229.
Jan. 1, 1949, 325,500 [1 2]
Commerce Dept. District Office, Oklahoma City.
Proportion of population native white, 1940, 89.6 percent.
Number of families, Jan. 1, 1949, 102,500.[1 2]

| Housing characteristics: | *1940* |
|---|---|
| Dwelling units | 69,412 |
| With electric lighting | 91. 9 |
| Occupied units | 63,992 |
| Owner-occupied units | 38. 4 |
| Passenger car registration, 1947 | [2] 69,029 |

Deposits of individuals, partnerships, and corporations, Dec. 31, 1947.

| *Total deposits* [2] | *Demand* | *Time* |
|---|---|---|
| $207,737,000 | $183,220,000 | $24,517,000 |

Sales Management estimates of retail sales—1948 ($000): Total—347,000.[1 2]

| | | | |
|---|---|---|---|
| Food | 57,504 | Drug | 15,304 |
| General merchandise | 51,837 | Furniture, household, radio | 27,615 |

Oklahoma—Summary of statistics for major industry groups:

| Year | Number of establishments (units) | Average number of production workers | Value added by manufacture (in millions of dollars) | Percent increase |
|---|---|---|---|---|
| 1939 | 1,530 | 28,000 | 102 | |
| 1947 | 1,740 | 44,000 | 341 | 233 |

[1] Sales Management Survey of Buying Power, May 10, 1949; further reproduction not licensed.
[2] Includes all of Oklahoma County.

Source: U. S. Department of Commerce, Bureau of Census, Board of Governors of the Federal Reserve System, and Public Roads Administration, except as noted.

PENNSYLVANIA

ERIE

| | |
|---|---|
| Name of station | WICU. |
| Operated by—network | DuMont Television Network, National Broadcasting Co., Columbia Broadcasting Co., American Broadcasting Co. |
| Channel | 12. |
| Hours of operation—weekly. | |
| Number of hours sponsored. | |
| Class A rates: | |
| 1 hour | $150. |
| 30 minutes | $90. |
| 15 minutes. | |
| 5 minutes | $60. |
| 1 minute | $37.50. |

Estimated number of television sets installed as of July 1, 1949—5,200.

ERIE METROPOLITAN DISTRICT

(Includes the central city of Erie and part of Erie County)

Area (square miles), 88.5.
Population:
1940, 134,039.
Jan. 1, 1949, 209,100.[1] [2]

Commerce Department District Office, Pittsburgh, Pa.
Proportion of population native white, 1940, 97.9 percent.
Number of families, Jan. 1, 1949, 60,100.[1] [2]

| Housing characteristics: | *1940* |
|---|---|
| Dwelling units | 36,340 |
| With electric lighting (percent) | 99.3 |
| Occupied units | 35,227 |
| Owner-occupied units (percent) | 41.9 |
| Passenger car registration, 1947 | [2] 51,008 |

Deposits of individuals, partnerships, and corporations, Dec. 31, 1947.

| *Total deposits* [2] | *Demand* | *Time* |
|---|---|---|
| $154,920,000 | $99,120,000 | $55,800,000 |

Sales management estimates of retail sales—1948 ($000): Total—178,243.[1] [2]

| | | | |
|---|---|---|---|
| Food | 45,060 | Drug | 3,325 |
| General merchandise | 24,364 | Furniture, household, radio | 12,259 |

Pennsylvania—Summary of statistics for major industry groups:

| Year | Number of establishments (units) | Average number of production workers | Value added by manufacture (in millions of dollars) | Percent increase |
|---|---|---|---|---|
| 1939 | 13,116 | 853,000 | 2,477 | |
| 1947 | 16,787 | 1,221,000 | 6,950 | 180 |
| *Erie County* | | | | |
| 1939 | 309 | 19,300 | 72.2 | |
| 1947 | 368 | 38,100 | 224.9 | 211 |

[1] Sales Management Survey of Buying Power, May 10, 1949; further reproduction not licensed.
[2] Includes all of Erie County.

Source: U. S. Department of Commerce, Bureau of Census, Board of Governors of the Federal Reserve System, and Public Roads Administration, except as noted.

PENNSYLVANIA

LANCASTER

| | |
|---|---|
| Name of station | WGAL-TV. |
| Operated by—network | National Broadcasting Co., American Broadcasting Co., DuMont Television Network, Columbia Broadcasting Co. |
| Channel | 4. |
| Hours of operation—weekly [1] | 37½. |
| Number of hours sponsored | Started operations June 1, 1949. |
| Class A rates—film: | |
| 1 hour | $200. |
| 30 minutes | $120. |
| 15 minutes. | |
| 5 minutes. | |
| 1 minute | $30. |

[1] As of June 1, 1949.

Estimated number of television sets installed as of July 1, 1949—3,000.

LANCASTER METROPOLITAN DISTRICT

(Includes the central city of Lancaster and part of Lancaster County)

Area (square miles), 234.0.
Population:
1940, 132,027.
Jan. 1, 1949, 225,500.[1] [2]

Commerce Department Regional Office, Philadelphia, Pa.
Proportion of population, native white, 1940, 96.1 percent.
Number of families, Jan. 1, 1949, 64,800.[1] [2]

| Housing characteristics: | *1940* |
|---|---|
| Dwelling units | 36,186 |
| With electric lighting (percent) | 94.7 |
| Occupied units | 35,278 |
| Owner-occupied units (percent) | 49.8 |
| Passenger car registration, 1947 [2] | [2] 54,507 |

Deposits of individuals, partnerships, and corporations, Dec. 31, 1947.

| *Total deposits* [2] | *Demand* | *Time* |
|---|---|---|
| $183,905,000 | $108,295,000 | $75,610,000 |

Sales Management estimates of retail sales—1948 ($000): Total—200,461.[1] [2]

| | | | |
|---|---|---|---|
| Food | 42,801 | Drug | 3,927 |
| General merchandise | 21,601 | Furniture, household, radio | 10,991 |

Pennsylvania—Summary of statistics for major industry groups:

| Year | Number of establishments (units) | Average number of production workers | Value added by manufacture (in millions of dollars) | Percent increase |
|---|---|---|---|---|
| 1939 | 13,116 | 853,000 | 2,477 | |
| 1947 | 16,787 | 1,221,000 | 6,950 | 180 |
| *Lancaster County* | | | | |
| 1939 | 431 | 27,700 | 65.8 | |
| 1947 | 553 | 33,500 | 177.1 | 170 |

[1] Sales Management Survey of Buying Power, May 10, 1949; future reproduction not licensed.
[2] Includes all of Lancaster County.

Source: U. S. Department of Commerce, Bureau of Census, Board of Governors of the Federal Reserve System, and Public Roads Administration, except as noted.

## PENNSYLVANIA

### PHILADELPHIA

| Name of station | WFIL-TV | WCAU-TV | WPTZ |
|---|---|---|---|
| Operated by—network | DuMont Television Network. | WCAU, Inc. | National Broadcasting Co. |
| Channel | 6 | 10 | 3. |
| Hours of operation—weekly.[1] | | 64 | 49.5. |
| Number of hours sponsored.[1] | | 50 percent | 59 percent. |
| Class A rates—live: | | | |
| 1 hour | No information | $450 | $550. |
| 30 minutes | | $270 | $330. |
| 15 minutes | | $180 | |
| 5 minutes | | $125 | |
| 1 minute | | | $70. |
| Rates effective | | May 1, 1949 | |

[1] As of April 15, 1949.

Estimated number of television sets installed as of July 1, 1949—175,000.

### PHILADELPHIA METROPOLITAN DISTRICT

(Includes the central city of Philadelphia and parts of Bucks, Chester, Delaware, Montgomery, Philadelphia (Pa.), Burlington, Camden and Gloucester (N. J.) Counties.)

Area (square miles), 1,021.7.
Population:
1940, 2,898,644.
1947, 3,372,690.
Jan. 1, 1949, 3,456,100.[1 2]

Commerce Department Regional Office, Philadelphia, Pa.
Nonwhite civilian population 1947, 439,410.
Number of families, Jan. 1, 1949, 959,700.[1 2]

| Housing characteristics: | *1940* | *1947* |
|---|---|---|
| Dwelling units | 792, 909 | 955, 644 |
| With electric lighting (percent) | 98. 2 | ------- |
| Occupied units | 754, 474 | 939, 037 |
| Owner-occupied units (percent) | 42. 7 | 58. 4 |

### PHILADELPHIA (INCLUDES PHILADELPHIA COUNTY ONLY)

| Item | Retail sales | Wholesale sales | Manufactures (value of products) | Passenger cars |
|---|---|---|---|---|
| 1939, number of firms or plants | | 4, 073 | 4, 511 | |
| 1939 ($000) | | | 1, 418, 256 | |
| 1948, estimated ($000) | 1, 600, 357 | 4, 050, 475 | 2, 982, 115 | |
| 1948, ($000) | [1] 2,207, 063 | | | |
| Registration, 1947 | | | | 257, 063 |

Deposits of individuals, partnerships, and corporations, Dec. 31, 1947.

| *Total deposits* | *Demand* | *Time* |
|---|---|---|
| $3, 408, 926, 000 | $2, 139, 912, 000 | $1, 269, 014, 000 |

Sales Management estimates of retail sales—1948 ($000): Total—3,220,738.[1 2]

| | | | |
|---|---|---|---|
| Food | 839, 676 | Drug | 87, 018 |
| General merchandise | 629, 627 | Furniture, household, radio | 168, 783 |

Pennsylvania—Summary of statistics for major industry groups:

| Year | Number of establishments (units) | Average number of production workers | Value added by manufacture (in millions of dollars) | Percent increase |
|---|---|---|---|---|
| 1939 | 13, 116 | 853, 000 | 2, 477 | |
| 1947 | 16, 787 | 1, 221, 000 | 6, 950 | 180 |
| *Philadelphia County* | | | | |
| 1939 | 4, 511 | 196, 400 | 652. 2 | |
| 1947 | 5. 243 | 267, 900 | 1, 759. 3 | 170 |

[1] Sales Management Survey of Buying Power, May 10, 1949; further reproduction not licensed.
[2] Includes all of Bucks, Delaware, Montgomery, Philadelphia (Pa.), Burlington, Camden, Gloucester (N. J.) Counties.

Source: U. S. Department of Commerce, Bureau of Census, Board of Governors of the Federal Reserve System, and Public Roads Administration, except as noted.

## PENNSYLVANIA

### PITTSBURGH

| | |
|---|---|
| Name of station | WDTV. |
| Operated by—network | DuMont Television Network. |
| Channel | 3. |
| Hours of operation—weekly | 63. |
| Number of hours sponsored | 24. |
| Class A rates—live: | |
| 1 hour | $300. |
| 30 minutes | $180. |
| 15 minutes. | |
| 5 minutes. | |
| 1 minute | $48. |

[1] As of Apr. 15, 1949.

Estimated number of television sets installed as of July 1, 1949—22,000.

### PITTSBURGH METROPOLITAN DISTRICT

(Includes the central city of Pittsburgh and parts of Allegheny, Beaver, Fayette, Greene, Washington, and Westmore Counties)

Area (square miles), 1,624.5.
Population:
1940, 1,994,060.
1947, 2,100,002.
Jan. 1, 1949, 2,433,600.[1 2]

Commerce Department District Office, Pittsburgh, Pa.
Nonwhite civilian population 1947, 131,052.
Number of families, Jan. 1, 1949, 646,300.[1 2]

| Housing characteristics: | *1940* | *1947* |
|---|---|---|
| Dwelling units | 512, 538 | 567, 077 |
| With electric lighting (percent) | 96. 8 | ------- |
| Occupied units | 502, 064 | 556, 645 |
| Owner-occupied units (percent) | 39. 1 | 50. 1 |

### PITTSBURGH (ALLEGHENY COUNTY ONLY)

| Item | Retail sales | Wholesale sales | Manufactures (value of products) | Passenger cars |
|---|---|---|---|---|
| 1939, number of firms or plants | | 2, 046 | 1, 571 | |
| 1939 ($000) | | | 1, 007, 975 | |
| 1946, estimated ($000) | 1, 255, 243 | 2, 184, 663 | 2, 650, 425 | |
| 1948 ($000) | [1] 1,468,537 | | | |
| Registration, 1947 | | | | 241, 072 |

Deposits of individuals, partnerships, and corporations, Dec. 31, 1947.

| *Total deposits* | *Demand* | *Time* |
|---|---|---|
| $2, 120, 109, 000 | $1, 570, 597, 000 | $549, 512, 000 |

Sales Management estimates of retail sales—1948 ($000): Total—2,077,976.[1 2]

| | | | |
|---|---|---|---|
| Food | 587, 643 | Drug | 55, 881 |
| General merchandise | 380, 936 | Furniture, household, radio | 122, 091 |

Pennsylvania—Summary of statistics for major industry groups:

| Year | Number of establishments (units) | Average number of production workers | Value added by manufacture (in millions of dollars) | Percent increase |
|---|---|---|---|---|
| 1939 | 13, 116 | 853, 000 | 2, 477 | |
| 1947 | 16, 787 | 1, 221, 000 | 6, 950 | 180 |
| *Allegheny County* | | | | |
| 1939 | 1, 571 | 124, 200 | 427. 2 | |
| 1947 | 1, 579 | 184, 300 | 1, 142. 7 | 167 |

[1] Sales Management Survey of Buying Power, May 10, 1949; further reproduction not licensed.
[2] Includes all of Allegheny, Beaver, Fayette, Washington, and Westmore Counties.

Source: U. S. Department of Commerce, Bureau of Census, Board of Governors of the Federal Reserve System, and Public Roads Administration, except as noted.

## RHODE ISLAND

### PROVIDENCE

Name of station — WJAR-TV.
Operated by—network — The Outlet Co.
Channel — 11.
Hours of operation—weekly — Started operations June 1949.
Number of hours sponsored.
Class A rates:
1 hour.
30 minutes.
15 minutes.
5 minutes.
1 minute.

Estimated number of television sets installed as of July 1, 1949—9,000.

### PROVIDENCE METROPOLITAN DISTRICT

(Includes the central city of Providence and parts of Bristol, and Kent Counties. Also parts of Newport and Providence Counties)

Area (square miles) 505.3.
Population:
1940, 771,500.
Jan. 1, 1949, 717.200.[1] [2]

Commerce Department District Office, Providence.
Proportion of population native white, 1940, 78.8 percent.
Number of families, Jan. 1, 1949, 202,600.[1] [2]

Housing characteristics:

| | 1940 |
|---|---|
| Dwelling units | 197,927 |
| With electric lighting (percent) | 89.6 |
| Occupied units | 186,372 |
| Owner-occupied units (percent) | 36.9 |

### PROVIDENCE (INCLUDES PROVIDENCE COUNTY ONLY)

| Item | Retail sales | Wholesale sales | Manufactures (value of products) |
|---|---|---|---|
| 1949, number of firms or plants | | 703 | 1,256 |
| 1930 ($000) | | | 437,966 |
| 1946, estimated ($000) | 508,155 | 552,897 | 915,722 |

Deposits of individuals, partnerships, and corporations, Dec. 31, 1947.

| *Total deposits* | *Demand* | *Time* |
|---|---|---|
| $805,857,000 | $338,798,000 | $467,059,000 |

Sales management estimates of retail sales—1948 ($000): Total—694,887.[1] [2]

| | | | |
|---|---|---|---|
| Food | 194,199 | Drug | 19,553 |
| General merchandise | 76,316 | Furniture, household, radio | 42,189 |

Rhode Island—Summary of statistics of major industry groups:

| Year | Number of establishments (units) | Average number of production workers | Value added by manufacture (in millions of dollars) | Percent increase |
|---|---|---|---|---|
| 1939 | 1,399 | 106,000 | 238 | |
| 1947 | 2,213 | 128,000 | 657 | 176 |
| *Providence County* | | | | |
| 1939 | 1,256 | 88,900 | 205.2 | |
| 1947 | 1,932 | 110,800 | 577.5 | 181 |

[1] Sales Management Survey of Buying Power, May 10, 1949, further reproduction not licensed.
[2] Includes Bristol, Kent, Newport and Providence Counties.

Source: U. S. Department of Commerce, Bureau of Census and Board of Governors of the Federal Reserve System, exceptas noted.

## TENNESSEE

### MEMPHIS

Name of station — WMCT.
Operated by—network — Commercial Appeal.
Channel — 4.
Hours of operation—weekly [1] — 24.
Number of hours sponsored [1] — 40 percent.
Class A rates—Live:
1 hour — $150.
30 minutes — $90.
15 minutes
5 minutes
1 minute — $30.
Rates effective — As of Apr. 15, 1949.
[1] As of Apr. 15, 1949.

Estimated number of television sets installed as of July 1, 1949—6,000.

### MEMPHIS METROPOLITAN DISTRICT

(Includes the central city of Memphis and parts of Shelby and Crittenden (Ark.), Counties

Area (square miles), 288.2.
Population:
1940, 332, 477.
1947, 402,752.
Jan. 1, 1949, 420,400.[1] [2]

Commerce Department District Office) Memphis.

Nonwhite civilian population 1947, 163,742.

Number of families, Jan. 1, 1949, 127,100.[1] [2]

Housing characteristics:

| | 1940 | 1947 |
|---|---|---|
| Dwelling units | 93,827 | 114,142 |
| With electric lighting (percent) | 77.4 | |
| Occupied units | 91,319 | 111,383 |
| Owner-occupied units (percent) | 32 | 44.3 |

### (MEMPHIS SHELBY COUNTY ONLY)

| Item | Retail sales | Wholesale sales | Manufactureres (value of products) | Passenger cars |
|---|---|---|---|---|
| 1939, number of firms or plants | | 700 | 378 | |
| 1939 ($000) | | | 58,755 | |
| 1946, estimated ($000) | 311,356 | 1,052,250 | 331,528 | |
| Registration 1947 | | | | 72,622 |

Deposits of individuals, partnerships, and corporations, Dec. 31, 1947.

| *Total deposits* | *Demand* | *Time* |
|---|---|---|
| $353,056,000 | $261,761,000 | $91,295,000 |

Sales Management estimates of retail sales—1948 ($000): Total—498,972.[1] [2]

| | | | |
|---|---|---|---|
| Food | 86,155 | Drug | 16,418 |
| General merchandise | 138,835 | Furniture, household, radio | 24,512 |

Tennessee—Summary of statistics for major industry groups:

| Year | Number of establishments (units) | Average number of production workers | Value added by manufacture (in millions of dollars) | Percent increase |
|---|---|---|---|---|
| 1939 | 2,225 | 131,000 | 318 | |
| 1947 | 3,345 | 192,000 | 956 | 201 |
| *Shelby County* | | | | |
| 1939 | 378 | 18,200 | 57.8 | |
| 1947 | 488 | 28,800 | 198.6 | 243 |

[1] Sales Management Survey of Buying Power, May 10, 1949; further reproduction not licensed.
[2] Includes Shelby County only.

Source: U. S. Department of Commerce, Bureau of Census, Board of Governors of the Federal Reserve System, and Public Roads Administration, except as noted.

TEXAS

FORT WORTH

Name of station: WBAP-TV.
Operated by—network: Carter Publications Inc.
Channel: 5.
Hours of operation—weekly: No information.
Number of hours sponsored.
Class A rates:
1 hour.
30 minutes.
15 minutes.
5 minutes.
1 minute.

Estimated number of television sets installed as of July 1, 1949, Fort Worth-Dallas—11,000.

FORT WORTH METROPOLITAN DISTRICT

(Includes the central city of Forth Worth and part of Tarrant County)

Area (square miles), 287.3.
Population:
1940, 207, 677.
Jan. 1, 1949, 354,600.[1]

Commerce Department Regional Office, Dallas, Tex.
Proportion of poulation native white, 1940, 84.8 percent.
Number of families, Jan. 1, 1949, 107,500.[1 2]

| Housing characteristics: | *1940* | | |
|---|---|---|---|
| Dwelling units | 62, 832 | Passenger car registration, 1947 | 85, 319 |
| With electric lighting (percent) | 90. 5 | | |
| Occupied units | 59, 633 | | |
| Owner-occupied units (percent) | 45. 1 | | |

Deposits of individuals, partnerships, and corporations, Dec. 31, 1947.

| *Total Deposits* | *Demand* | *Time* |
|---|---|---|
| $233, 499, 000 | $191, 665, 000 | $41, 834, 000 |

Sales Management estimates of retail sales—1948 ($000): Total—430,999.[1 2]

| | | | |
|---|---|---|---|
| Food | 73, 975 | Drug | 14, 704 |
| General merchandise | 127, 208 | Furniture, household, radio | 20, 674 |

Texas—Summary of statistics for major industry groups:

| Year | Number of establishments (units) | Average number of production workers | Value added by manufacture (in millions of dollars) | Percent increase |
|---|---|---|---|---|
| 1939 | 5, 085 | 125, 000 | 449 | |
| 1947 | 7, 124 | 242, 000 | 1, 716 | 299 |
| *Tarrant County* | | | | |
| 1939 | 312 | 8, 100 | 30. 3 | |
| 1947 | 425 | 26, 400 | 145. 2 | 383 |

[1] Sales Management Survey of Buying Power, May 10, 1949; further reproduction not licensed.
[2] Includes all of Tarrant County.

Source: U. S. Department of Commerce, Bureau of Census, Board of Governors of the Federal Reserve System, and Public Roads Administration, except as noted.

TEXAS

HOUSTON

Name of station: KLEE–TV
Operated by—network: W. Albert Lee.
Channel: 2.
Hours operation—weekly [1]: 35.
Number of hours sponsored.
Rates: Film programs and spot announcements:
1 hour: $200.
30 minutes: $120.
15 minutes: $80.
5 minutes: $55.
1 minute: $30.
Rates effective: Jan. 1, 1949.

[1] As of Apr. 15, 1949.
Estimated number of televation sets installed as of July 1, 1949—5,000.

HOUSTON METROPOLITAN DISTRICT

(Includes the central city of Houston and part of Harris County).

Area (square miles), 1,024.3.
Population:
1940, 510,397.
Jan. 1, 1949, 752,400.[1 2]

Commerce Department District Office, Houston, Tex.
Proportion of population native white, 1940, 76.5 percent.
Number of families, Jan. 1, 1949, 220,900.[1 2]

Housing characteristics:
Dwelling units: 149, 351
With electric lighting (percent): 89. 7
Occupied units: 141, 345
Owner-occupied units (percent): 41

HOUSTON (INCLUDES ALL OF HARRIS COUNTY)

| Item | Retail sales | Wholesale sales | Manufactures (value of products) | Passenger cars |
|---|---|---|---|---|
| 1939, number of firms or plants | | 879 | $655 | |
| 1939 ($000) | | | 337, 130 | |
| 1946, estimated ($000) | 500, 075 | 1, 134, 745 | 572, 125 | |
| Registrations, 1947 | | | | 172, 491 |

Deposits of individuals, partnerships, and corporations, Dec. 31, 1947.

| *Total deposits* | *Demand* | *Time* |
|---|---|---|
| $785, 255, 000 | $695, 829, 000 | $89, 426, 000 |

Sales management estimates of retail sales—1948 ($000). Total—859, 844.[1 2]

| | | | |
|---|---|---|---|
| Food | 178. 717 | Drug | 26, 438 |
| Gencral merchandise | 92, 966 | Furniture, household, radio | 63, 486 |

Texas—Summary of statistics for major industry groups:

| Year | Number of establishments (units) | Average number of production workers | Value added by manufacture (in millions of dollars) | Percent increase |
|---|---|---|---|---|
| 1939 | 5, 085 | 125, 000 | 449 | |
| 1947 | 7, 124 | 242, 000 | 1, 716 | 699 |
| *Harris County* | | | | |
| 1939 | 655 | 22, 800 | 107. 1 | |
| 1947 | 916 | 46, 000 | 385. 6 | 260 |

[1] Sales Management Survey of Buying Power, May 10, 1949; further reproduction not licensed.
[2] Includes all of Harris County.

Source: U. S. Department of Commerce, Bureau of Census, Board of Governors of the Federal Reserve System, and Public Roads Administration, except as noted.

## UTAH

### SALT LAKE CITY

| Name of station | KDYL-TV | KSL-TV |
|---|---|---|
| Operated by—network | Intermountain Broadcasting & Television Corp. | Radio Service Corp. of Utah. |
| Channel | 4 | 5. |
| Hours of operation—weekly [1] | 20 | 12.[2] |
| Number of hours sponsored [1] | 12 | 5.[2] |
| Class A rates: | | |
| 1 hour | $150 | $150. |
| 30 minutes | $90 | $90. |
| 15 minutes | $50 | |
| 5 minutes | $30 | |
| 1 minute | $23 | $30. |
| Rates effective | Oct. 1, 1948 | June 1, 1949. |

[1] As of Apr. 15, 1949.
[2] As of start of operations June 1, 1949.

Estimated number of television sets installed as of July 1, 1949—7,000.

### SALT LAKE CITY METROPOLITAN DISTRICT

(Includes the central city of Salt Lake and parts of Davis and Salt Lake Counties)

Area (square miles), 451.
Population:
1940, 204,488.
1947, 245,175.
Jan. 1, 1949, 263,000.[1 2]

Commerce Department District Office, Salt Lake City, Utah.
Nonwhite civilian population 1947, 4,830.
Number of families, Jan. 1, 1949, 74,000.[1 2]

| Housing characteristics: | *1940* | *1947* |
|---|---|---|
| Dwelling units | 57,109 | 69,762 |
| With electric lighting (percent) | 98.9 | |
| Occupied units | 54,891 | 68,061 |
| Owner-occupied units (percent) | 54.8 | 62.4 |

Deposits of individuals, partnerships, and corporations, Dec. 31, 1947.

| *Total deposits* [2] | *Demand* | *Time* |
|---|---|---|
| $273,849,000 | $188,409,000 | $85,449,000 |

Sales Management estimates of retail sales—1948 ($000): Total—321,955.[1 2]

| | | | |
|---|---|---|---|
| Food | 63,207 | Drug | 9,614 |
| General merchandise | 63,118 | Furniture, household, radio | 25,258 |

Utah—Summary of statistics for major industry groups:

| Year | Number of establishments (units) | Average number of production workers | Value added by manufacture (in millions of dollars) | Percent increase |
|---|---|---|---|---|
| 1939 | 599 | 11,000 | 43 | |
| 1947 | 773 | 20,000 | 129 | 200 |

[1] Sales Management Survey of Buying Power, May 10, 1949; further reproduction not licensed.
[2] Includes Salt Lake County only.

Source: U. S. Department of Commerce, Bureau of Census, Board of Governors of the Federal Reserve System, except as noted.

## VIRGINIA

### RICHMOND

| | |
|---|---|
| Name of station | WTVR. |
| Operated by-network | National Broadcasting Co. |
| Channel | 6. |
| Hours of operation-weekly [1] | 35 to 40. |
| Number of hours sponsored [1] | 22. |
| Class A rates: | |
| 1 hour | $200. |
| 30 minutes | $140. |
| 15 minutes | $100. |
| 5 minutes | $60. |
| 1 minute | $40. |
| Rates effective | Jan. 1, 1949. |

[1] As of Apr. 15, 1949.

Estimated number of television sets installed as of July 1, 1949—12,500.

### RICHMOND METROPOLITAN DISTRICT

(Includes the central city of Richmond and parts of Chesterfield and Henrico Counties).

Area (square miles), 303.9.
Population:
1940, 245,674.
Jan. 1, 1949, 316,900.[1 2]

Commerce Department District Office, Richmond, Va.
Proportion of population native white 1940, 69.7 percent.
Number of families, Jan. 1, 1949, 87,100.[1 2]

| Housing characteristics: | *1940* |
|---|---|
| Dwelling units | 66,624 |
| With electric lighting (percent) | 90.8 |
| Occupied units | 64,385 |
| Owner-occupied units (percent) | 37.7 |

### RICHMOND CITY COUNTY ONLY

Deposits of individuals, partnerships, and corporations, Dec. 31, 1947.

| *Total deposits* | *Demand* | *Time* |
|---|---|---|
| $299,227,000 | $212,375,000 | $86,852,000 |

Sales Management estimates of retail sales—1948 ($000): Total—400,720.[1 2]

| | | | |
|---|---|---|---|
| Food | 84,986 | Drug | 13,445 |
| General merchandise | 73,994 | Furniture, household, radio | 25,952 |

Virginia—Summary of statistics for major industry groups:

| Year | Number of establishments (units) | Average number of production workers | Value added by manufacture (in millions of dollars) | Percent increase |
|---|---|---|---|---|
| 1939 | 2,494 | 132,000 | 376 | |
| 1947 | 3,643 | 191,000 | 1,052 | 180 |
| *Richmond City* | | | | |
| 1939 | 326 | 18,300 | 109.7 | |
| 1947 | 336 | 24,100 | 204.8 | 87 |

[1] Sales Management Survey of Buying Power, May 10, 1949; further reproduction not licensed.
[2] Includes Richmond City, Chesterfield, and Henrico Counties.

Source: U. S. Department of Commerce, Bureau of Census, Board of Governors of the Federal Reserve System, except as noted.

## WASHINGTON

### SEATTLE

| | |
|---|---|
| Name of station | KRSC–TV. |
| Operated by—network | American Broadcasting Co., Columbia Broadcasting System, National Broadcasting Co., and DuMont Television network. |
| Channel | 5. |
| Hours of operation—weekly [1] | 24. |
| Number of hours sponsored | 15. |
| Class A rates—Live or film: | |
| 1 hour | $250. |
| 30 minutes | $150. |
| 15 minutes. | |
| 5 minutes. | |
| 1 minute | $40. |

[1] As of Apr. 15, 1949.

Estimated number of television sets installed as of July 1, 1949—8,000.

### SEATTLE METROPOLITAN DISTRICT

(Includes the central city of Seattle and parts of King, Kitsop and Snohomish Counties)

Area (square miles), 216.3.
Population:
1940, 452,639.
1947, 602,910.
Jan. 1, 1949, 679,300.[1 2]

Commerce Department Regional Office, Seattle, Wash.
Nonwhite civilian population, 1947, 24,090.
Number of families, Jan. 1, 1949, 235,400.[1 2]

| Housing characteristics: | 1940 | 1947 |
|---|---|---|
| Dwelling units | 164,295 | 202,092 |
| With electric lighting—percent | 98.7 | |
| Occupied units | 153,224 | 194,370 |
| Owner-occupied units—percent | 49.7 | 59.6 |

### SEATTLE (INCLUDES KING COUNTY ONLY)

| Item | Retail sales | Wholesale sales | Manufactures (value of products) | Passenger cars |
|---|---|---|---|---|
| 1939, number of firms or plants | | 1,571 | 1,216 | |
| 1939 ($000) | | | 173,038 | |
| 1946, estimated ($000) | 635,237 | 1,530,807 | 347,492 | |
| Registration, 1948 | | | | 191,723 |

Deposits of individuals, partnerships, and corporations, Dec. 31, 1947.

| *Total deposits* | *Demand* | *Time* |
|---|---|---|
| $907,502,000 | $504,318,000 | $403,184,000 |

Sales Management estimates of retail sales—1948 ($000): Total—956,762.[1 2]

| | | | |
|---|---|---|---|
| Food | 195,484 | Drug | 24,792 |
| General Merchandise | 164,524 | Furniture, household, radio | 47,987 |

### WASHINGTON—SUMMARY OF STATISTICS FOR MAJOR INDUSTRY GROUPS

| Year | Number of establishments (units) | Average number of production workers | Value added by manufacture (in millions of dollars) | Percent increase |
|---|---|---|---|---|
| 1939 | 2,858 | 82,000 | 268 | |
| 1947 | 3,407 | 123,000 | 872 | 225 |
| *Kings County* | | | | |
| 1939 | 1,216 | 24,300 | 85.8 | |
| 1947 | 1,220 | 44,600 | 265.0 | 212 |

[1] Sales Management Survey of Buying Power, May 10, 1949; further reproduction not licensed.
[2] Includes King County only.

Source: U. S. Department of Commerce, Bureau of Census, Board of Governors of the Federal Reserve System, and Public Roads Administration, except as noted.

## WISCONSIN

### MILWAUKEE

| | |
|---|---|
| Name of station | WTMJ–TV. |
| Operated by—network | The Journal Co. |
| Channel | 3. |
| Hours of operation—weekly [1] | 55. |
| Number of hours sponsored [1] | 56 percent. |
| Class A rates—live: | |
| 1 hour | $300. |
| 30 minutes | $180. |
| 15 minutes. | |
| 5 minutes. | |
| 1 minute | $60. |

[1] As of Apr. 15, 1949.

Estimated Number of television sets installed as of July 1, 1949—29,000.

### MILWAUKEE METROPOLITAN DISTRICT

(Includes the central city of Milwaukee and parts of Milwaukee and Waukesha Counties)

Area (square mile), 250.3.
Population:
1940, 790,336.
Jan. 1, 1949, 939,400.[1 2]

Commerce Department District Office, Milwaukee.
Proportion of population native white 1940, 85.3 percent.
Number of families, Jan. 1, 1949, 270,100.[1 2]

| Housing characteristics: | 1940 |
|---|---|
| Dwelling units | 223,061 |
| With electric lighting (percent) | 99.5 |
| Occupied units | 215,665 |
| Owner-occupied units (percent) | 37.6 |

### MILWAUKEE COUNTY ONLY

| Item | Retail sales | Wholesale sales | Manufactures (value of products) | Passenger cars |
|---|---|---|---|---|
| 1939, number of firms or plants | | 1,517 | 1,657 | |
| 1939 ($000) | | | 595,556 | |
| 1946, estimated ($000) | 796,508 | 1,027,930 | 1,527,509 | |
| 1948 ($000) | [1] 1,116,013 | | | |
| Registration, 1948 | | | | 187,919 |

Deposits of individuals, partnerships, and corporations, Dec. 31, 1947

| *Total deposits* | *Demand* | *Time* |
|---|---|---|
| $818,477,000 | $527,373,000 | $291,104,000 |

Sales Management estimates of retail sales—1948 ($000): Total—1,182,778.[1 2]

| | | | |
|---|---|---|---|
| Food | 299,446 | Drug | 36,036 |
| General Merchandise | 183,544 | Furniture, household, radio | 63,029 |

Wisconsin—Summary of statistics for major industry groups:

| Year | Number of establishments (units) | Average number of production workers | Value added by manufacture (in millions of dollars) | Percent increase |
|---|---|---|---|---|
| 1939 | 6,334 | 199,000 | 682 | |
| 1947 | 6,980 | 343,000 | 2,262 | 231 |
| *Milwaukee County* | | | | |
| 1939 | 1,657 | 80,300 | 289.7 | |
| 1947 | 1,962 | 141.200 | 973.9 | 237 |

[1] Sales Management Survey of Buying Power, May 10, 1949; further reproduction not licensed.
[2] Includes all of Milwaukee and Waukesha Counties.

Source: U. S. Department of Commerce, Bureau of Census, Board of Governors of the Federal Reserve System, and Public Roads Administration, except as noted.



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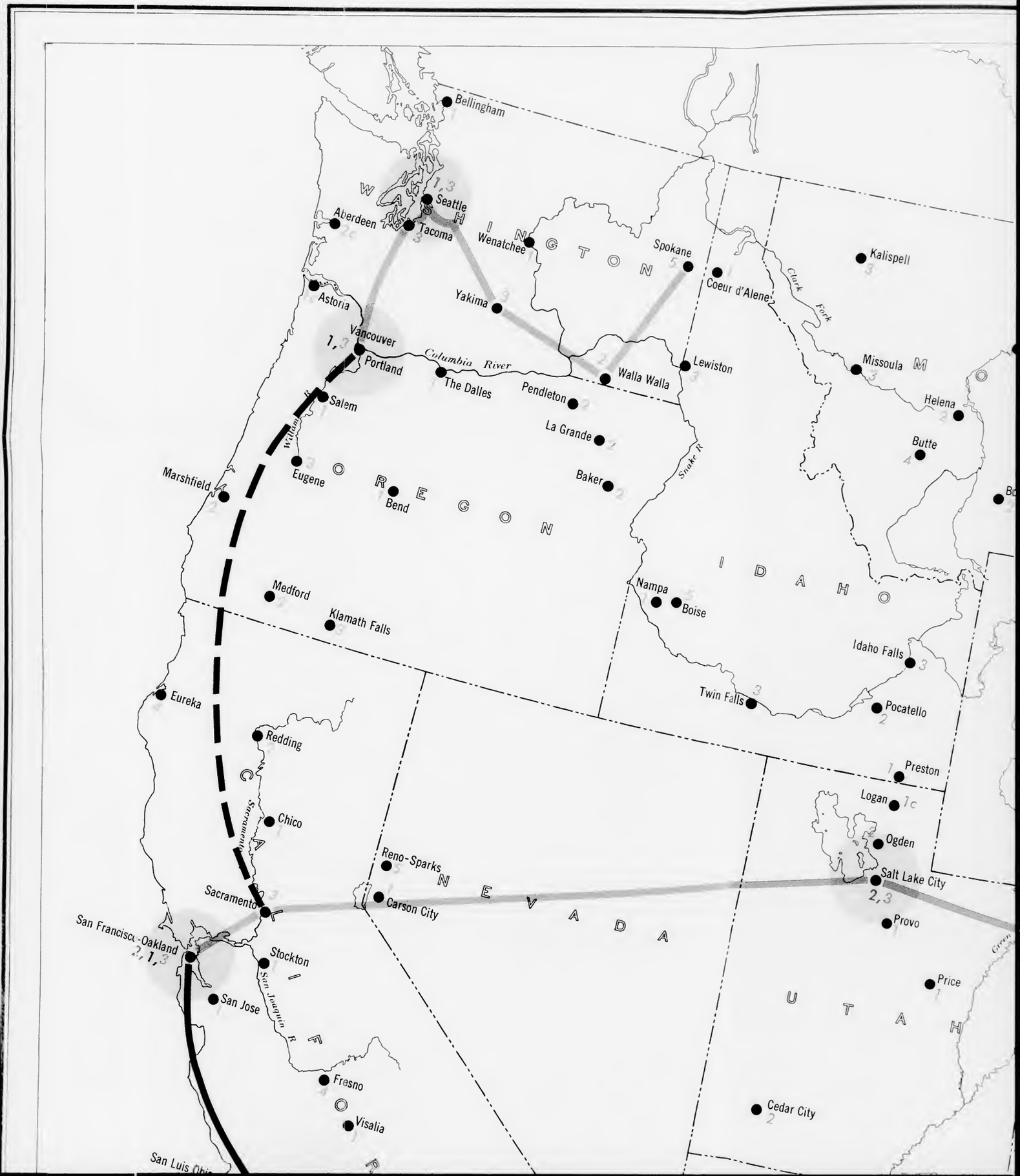
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Portland
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Helena
La Grande
Butte
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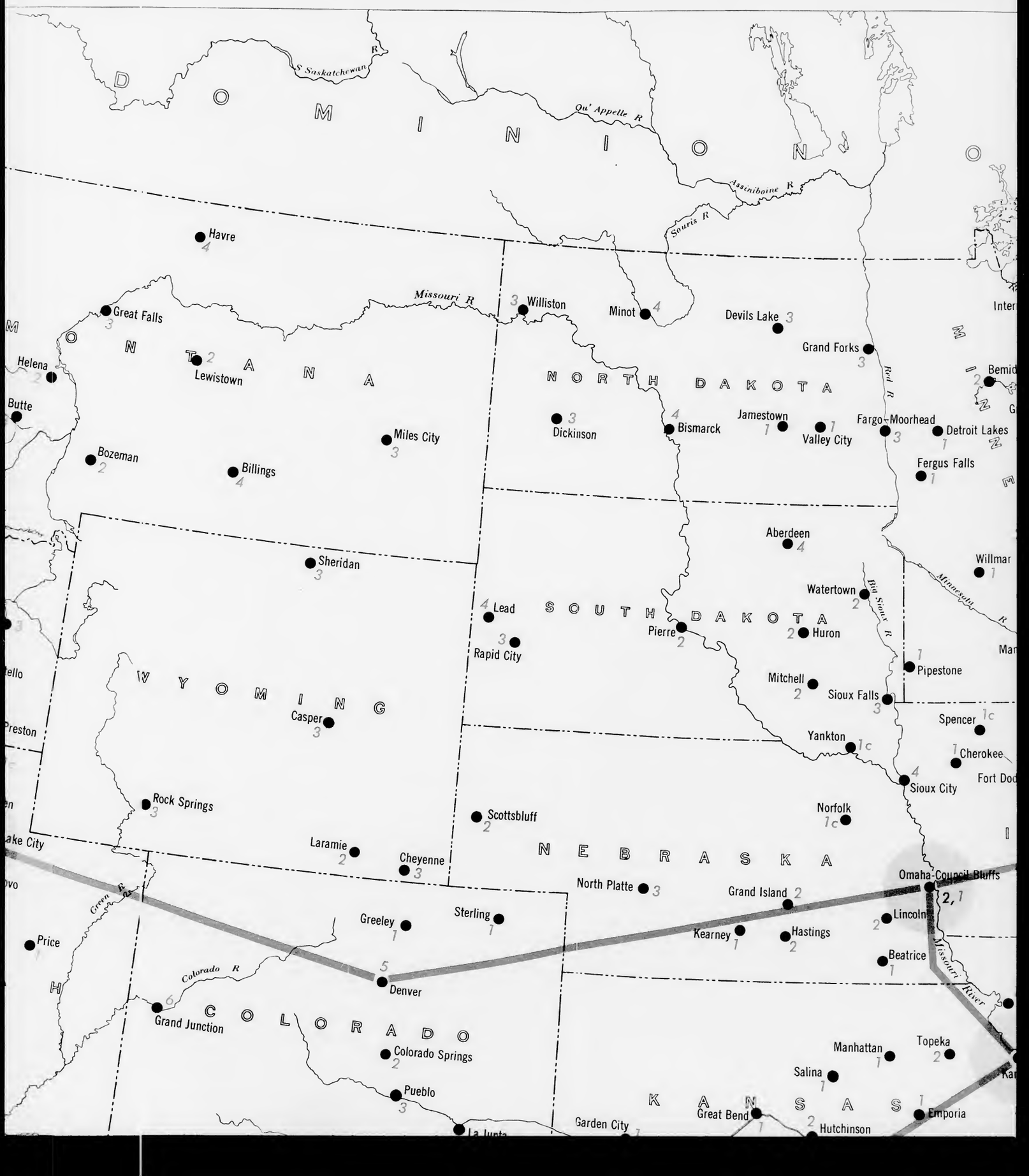
San Joaquin R.
Fresno
Cedar City
Visalia
WASHINGTON
OREGON
IDAHO
NEVADA
UTAH
CALIFORNIA

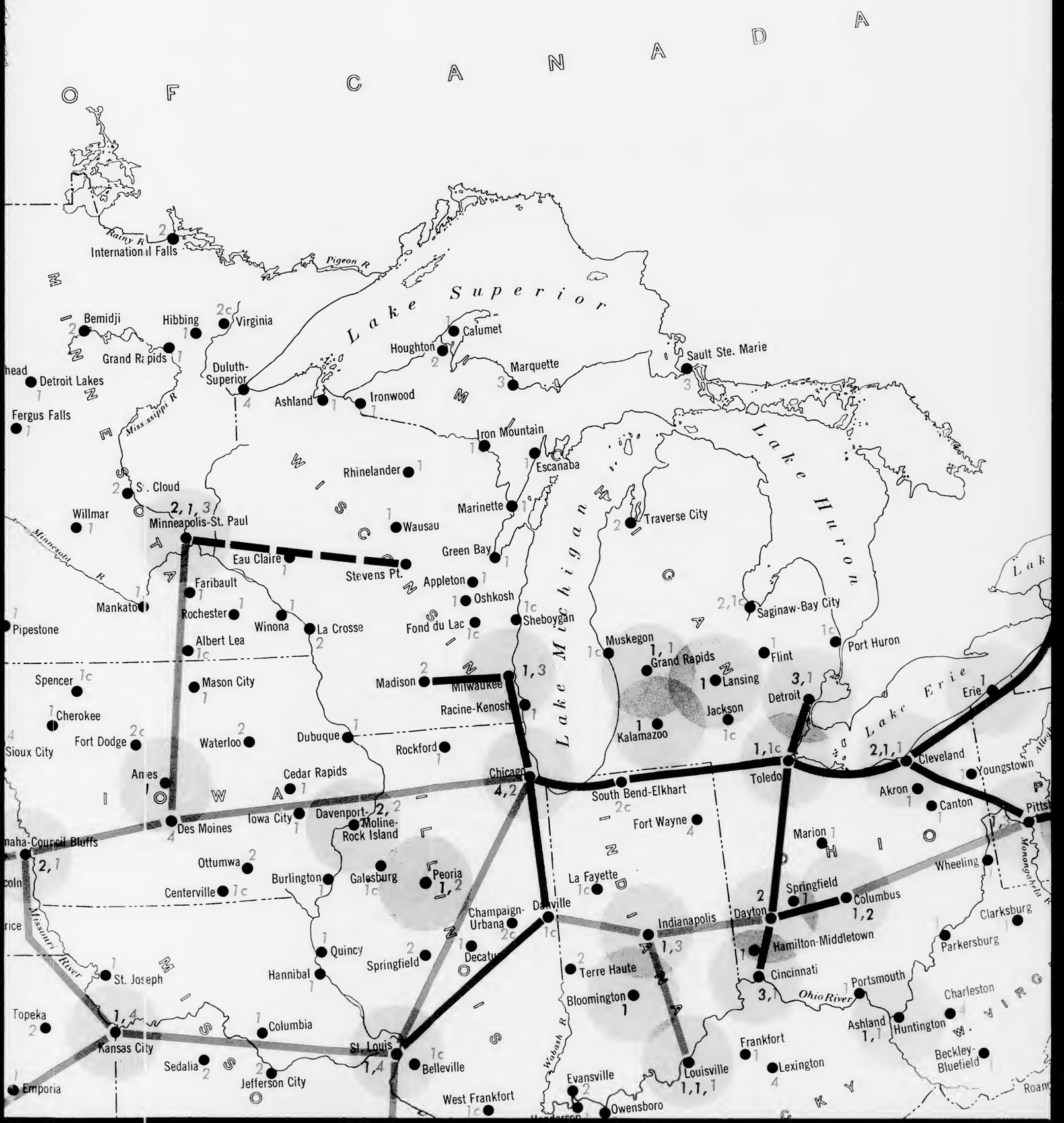
# TELEVISION MAP of the

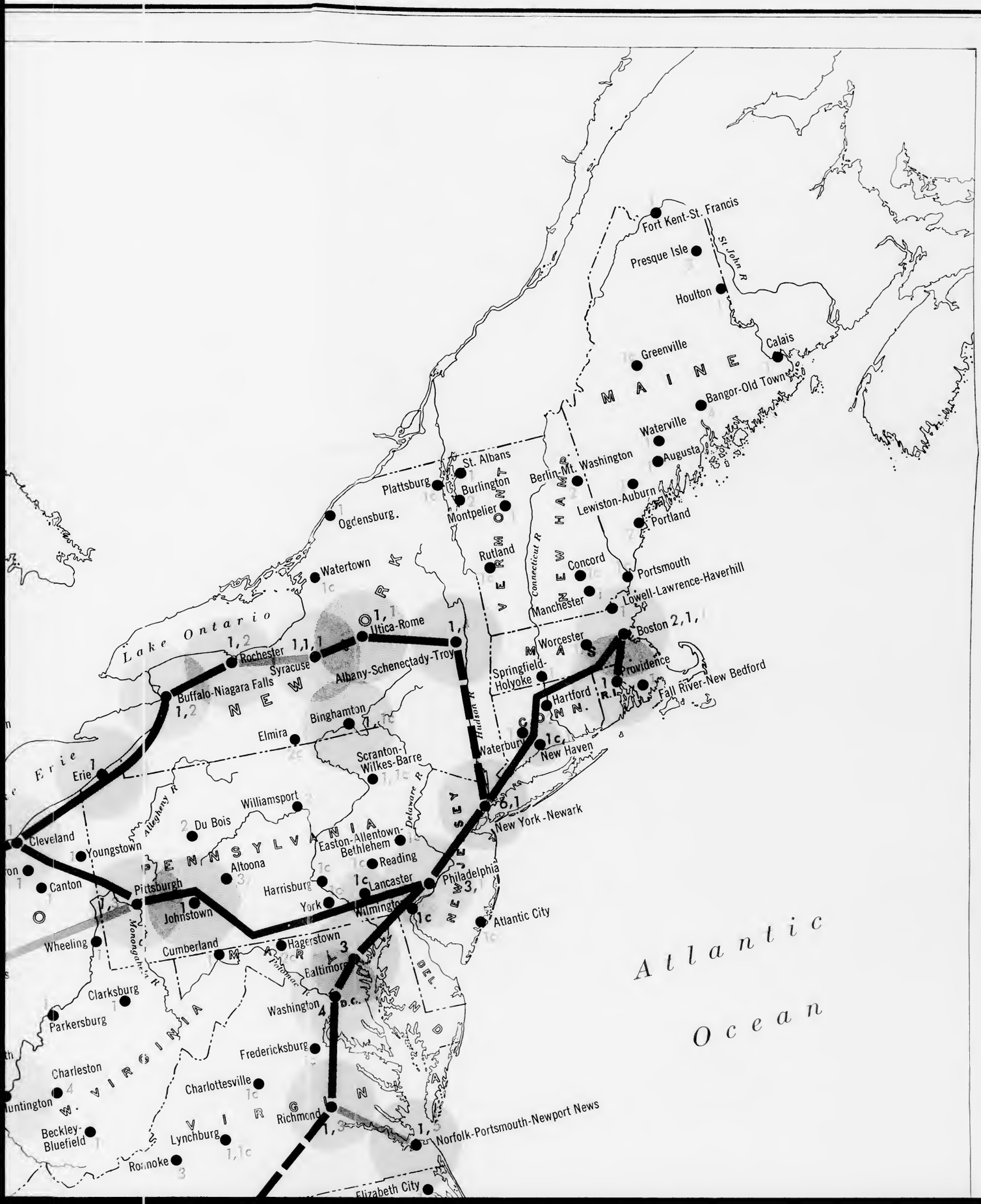
## Areas Served or to be Served by Televisio



# the UNITED STATES

## Television Stations as of July 1949

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Augusta
Berlin-Mt. Washington
Lewiston-Auburn
Portland
St. Albans
Burlington
Plattsburg
Montpelier
Ogdensburg
Watertown
Rutland
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Connecticut R
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Concord
Portsmouth
Manchester
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Boston 2,1,
Worcester
MASS.
Springfield-Holyoke
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CONN.
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Erie
Williamsport
Du Bois
Allegheny R
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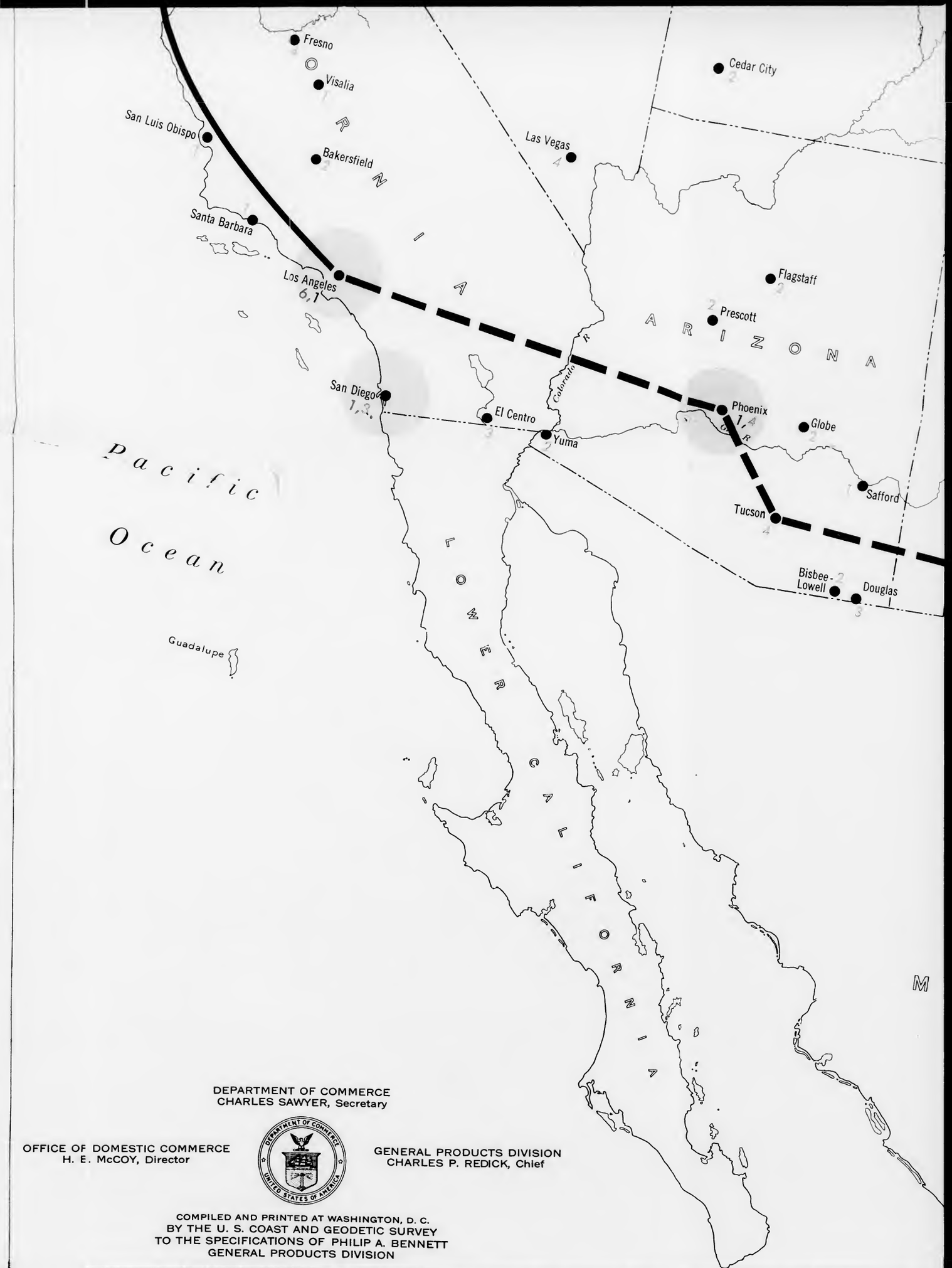


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CHARLES P. REDICK, Chief

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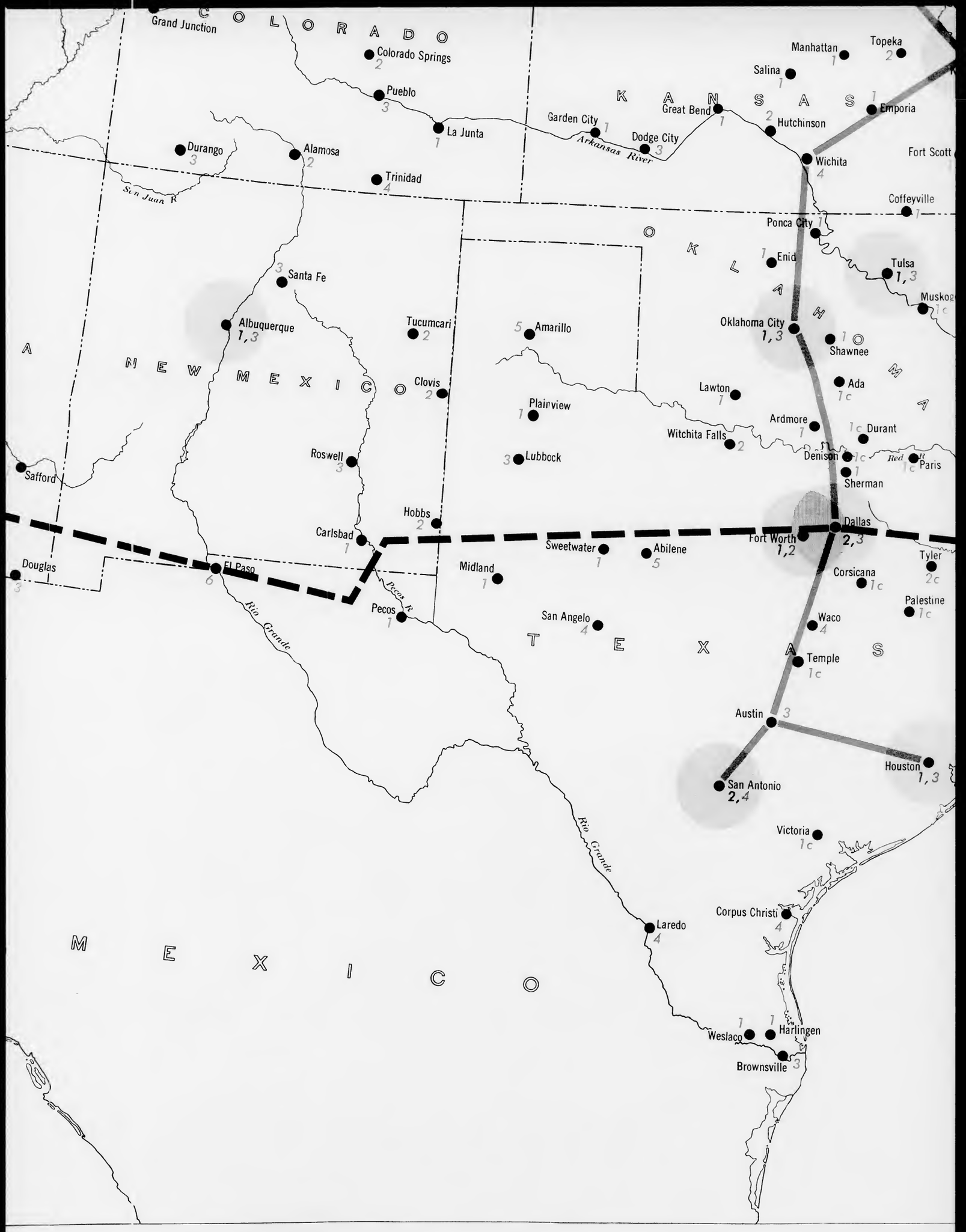
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Durango
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Arkansas River
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Hutchinson
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Emporia
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Fort Scott
Coffeyville
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Enid
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Oklahoma City
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Shawnee
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Ada
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Lawton
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Ardmore
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Durant
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Witchita Falls
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Denison
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Red R.
Paris
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Sherman
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Dallas
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Houston
1, 3
San Antonio
2, 4
Victoria
1c
Corpus Christi
4
Laredo
4
Harlingen
1
Weslaco
1
Brownsville
3
Rio Grande
NEW MEXICO
Santa Fe
3
Albuquerque
1, 3
Tucumcari
2
Amarillo
5
Clovis
2
Plainview
1
Lubbock
3
Roswell
3
Safford
Hobbs
2
Carlsbad
1
Douglas
3
El Paso
6
Pecos R.
Pecos
1
Midland
1
Sweetwater
1
Abilene
5
San Angelo
4
TEXAS
MEXICO

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Columbia
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Sedalia
Jefferson City
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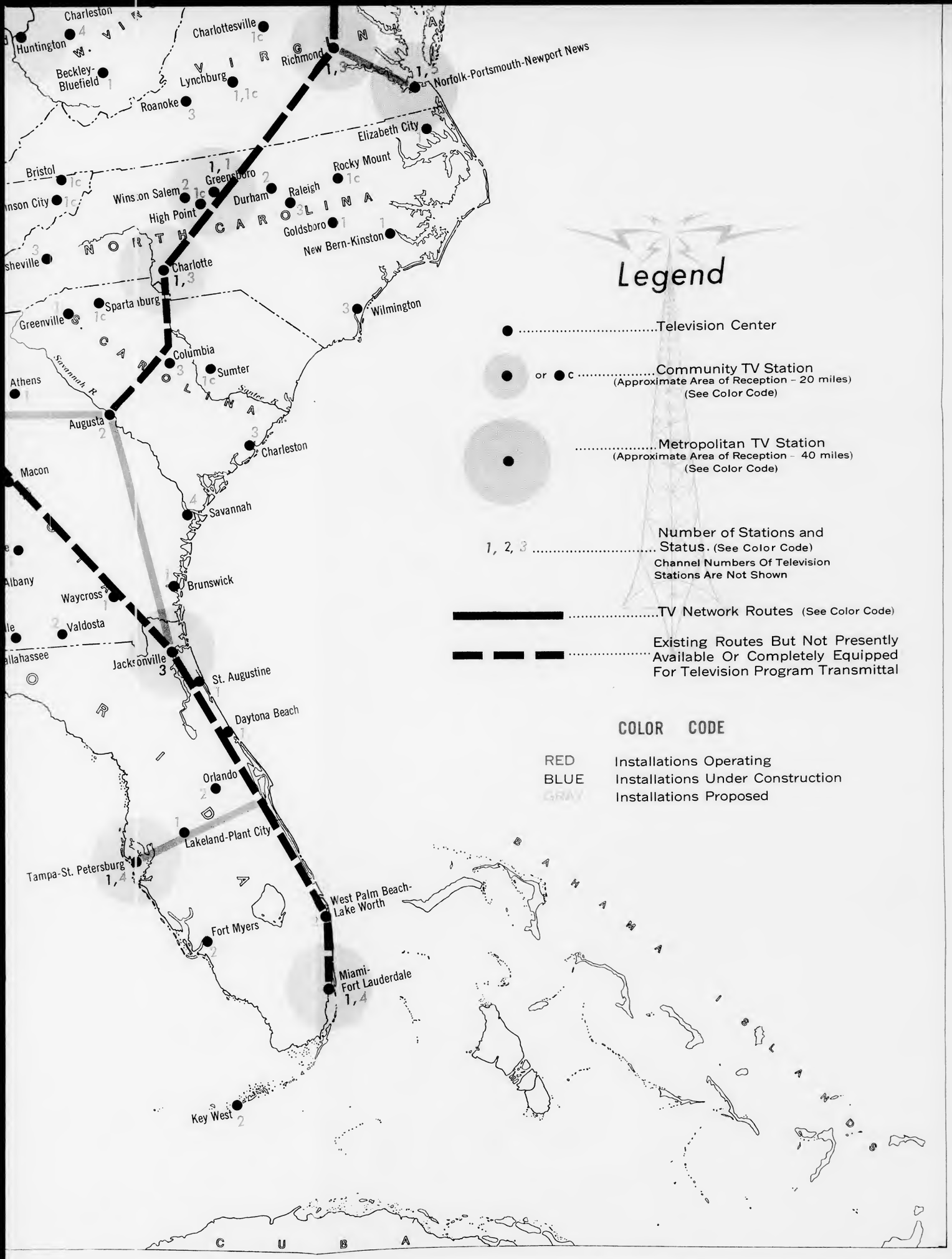


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- ● ..... Television Center
- ● or ● c ..... Community TV Station (Approximate Area of Reception - 20 miles) (See Color Code)
- ● ..... Metropolitan TV Station (Approximate Area of Reception - 40 miles) (See Color Code)
- 1, 2, 3 ..... Number of Stations and Status. (See Color Code) Channel Numbers Of Television Stations Are Not Shown
- ━━━ ..... TV Network Routes (See Color Code)
- ▬ ▬ ▬ ..... Existing Routes But Not Presently Available Or Completely Equipped For Television Program Transmittal

## COLOR CODE

| | |
|---|---|
| RED | Installations Operating |
| BLUE | Installations Under Construction |
| GRAY | Installations Proposed |

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